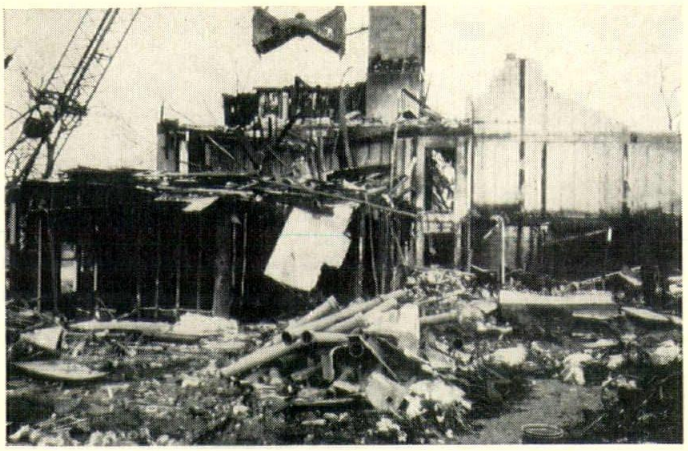
AWARDS

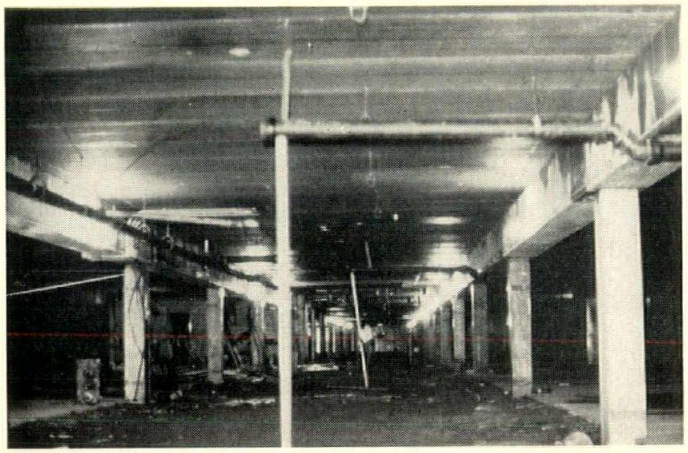
wisconsin architect april 70

Apartment structure almost* destroyed by fire



*The Spancrete survived!

Spancrete completely protected lower level.



Rubble removed—Spancrete still intact!

Apartments rebuilt on existing Spancrete deck.

The nearly-completed Greenleaf Apartments in Elkhart, Indiana, were destroyed by a raging fire . . . or *almost* destroyed. Only the Spancrete decking and the protected concrete beams and columns which formed an underground parking garage remained unharmed . . . along with equipment stored in the garage area.

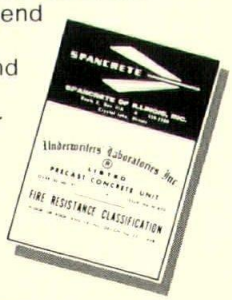
Spancrete withstood the intense heat of the fire, fire so hot that metal window frames, overhead steel beams, and plumbing and electrical pipes were melted into twisted pieces of rubble. Even the two-inch poured-in-place concrete topping cracked in places.

Built-in Fire Safety: The Spancrete used in the Greenleaf Apartments was designed to meet specifications for a UL 4-hour fire rating.

Safety Inspectors: Elkhart City Building and Safety Inspectors went over the Spancrete, inch by inch, trying to determine if it should be replaced. Their decision: the Spancrete was structurally unaffected by the fire.

Cleans Off Spancrete and Starts Over: With the approval of the building safety inspectors, the contractor cleaned off the rubble and began reconstructing the entire complex — from the Spancrete up. Three months later the first tenants began moving into the Greenleaf Apartments.

Spancrete's Other Pluses: In addition to fire safety, Spancrete shortens construction time, eliminates forming, permits fast all-weather construction, and provides an immediate working deck. You can depend on Spancrete's fire rating, top-quality construction, and dimensional accuracy. For your next job, consider Spancrete. Write or call below for information on engineering details.



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independent 2-year test proves gas heating unsurpassed in comfort and cleanliness. Yet electric costs 2½ times more than gas heat!

In a scientifically-controlled study, gas and electric heating were compared by the Nationwide Consumer Testing Institute, Inc.

Final results revealed new proof that gas heat gives you the best heating benefits—plus much *more* for your money.

The test covered two heating seasons. From October, 1965 through May, 1967 in two identical homes at Canton, Ohio. Same floor plans. Same specifications. Same insulation. The only difference: One home had electric heat. The other had gas heat.

Here are the facts:

They compared comfort. Humidity and room temperatures were strictly recorded every hour and computer-analyzed.
Conclusion: Gas heating unsurpassed in comfort.

They compared cleanliness. Air samples and wall test patches were checked every month. Data were analyzed by computer.
Conclusion: Gas heating unsurpassed in cleanliness.

They compared cost. Differences were dramatic! Gas heating cost far less, yet gave unsurpassed heating benefits.

What would results be if the two identical test homes had been in the Milwaukee area? To determine the answer, Nationwide Consumer Testing Institute made a comparison based upon Milwaukee's conditions of climate and local rates for gas and electricity. The results:

TEST RESULTS FOR IDENTICAL HOMES, BASED ON MILWAUKEE RATES AND CLIMATE

FIRST TEST SEASON (OCT., 1965-MAY, 1966)
Electric heating cost: $459.35. Gas: $173.17. **SAVINGS WITH GAS HEAT: $286.18.**

SECOND TEST SEASON (OCT., 1966-MAY, 1967)
Electric heating cost: $432.99. Gas: $186.20. **SAVINGS WITH GAS HEAT: $246.79.**

Two-year savings with gas heat (both heating seasons): $532.97. Certified as accurate by Nationwide Consumer Testing Institute, Inc.

Contrary to recent electric heat advertising, gas is unsurpassed for clean, comfortable heat. Electric heat costs 2½ times more than gas, under identical conditions! Good reason why 98.6% of all new homes in the Milwaukee area are heated with gas.

Want more facts? Complete details about the gas and electric heating test are contained in an interesting booklet "The Living Difference." Send for your free copy. It will provide valuable reference when you're ready for a new heating system or a new home.

WISCONSIN GAS COMPANY
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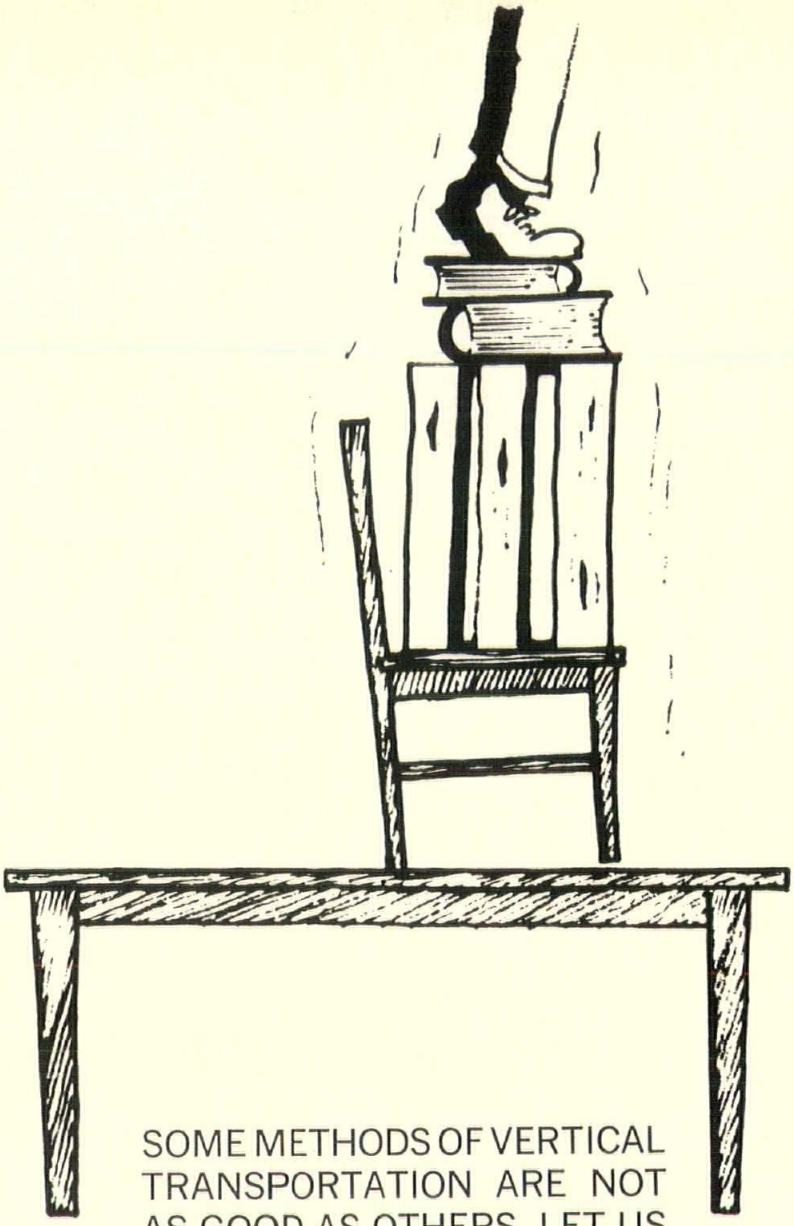

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wisconsin architect

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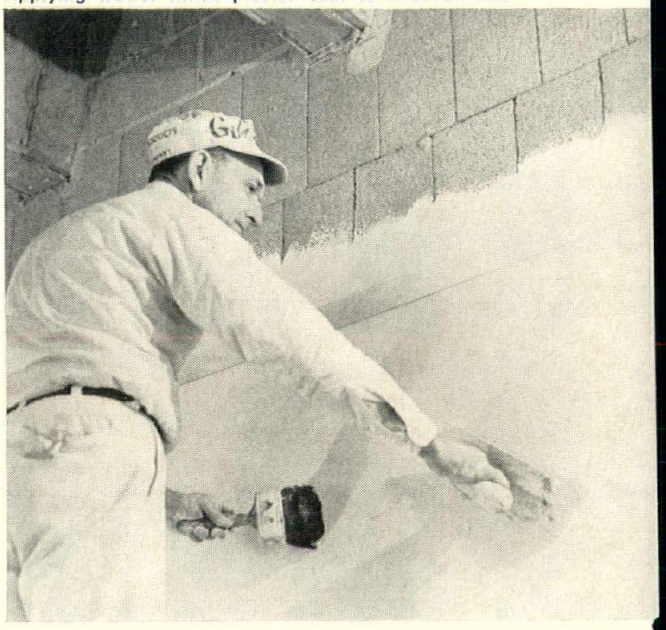
Wisconsin Architect is published monthly with the exception of July and August which is a combined issue.

Controlled Circulation
Postage . . . Paid at Milwaukee, Wis.

Allan E. Knuth, (r.) Mason Contractor and Bill Butz, sales manager, Best Block Company, inspecting MONOWALL on site at Washington High School addition.

MONOWALL units being put in place

Applying trowel finish plaster coat to MONOWALL



MONOWALL IN MILWAUKEE!

MONOWALL using Threadline Adhesive Mortar is now being installed in the Washington High School Addition, Architect: Mark F. Pfaller and Associates. This system of concrete masonry will result in substantial savings for the Milwaukee School Board and will provide a stronger, more functional concrete masonry wall.

MONOWALL costs less because it is possible to lay up as much as double the normal units per day. And there is a shorter mixing and application time. There is no tooling of finished joints and no clean-up of the finished wall.

MONOWALL is stronger because THREADLINE is 30 times stronger than regular mortar. MONOWALL has a bending strength of from 250 psi to 400 psi compared to 25 psi to 50 psi for standard walls.

MONOWALL can give you complete natural beauty on the outside and can be finished with plaster, wood paneling, tile, drywall or any appropriate material that the architect desires.

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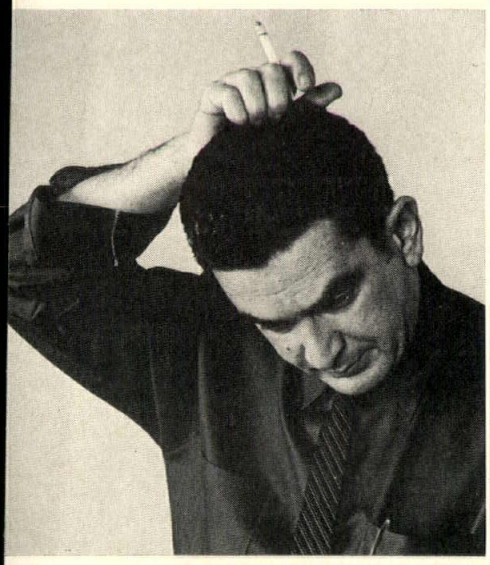
1970 Honor Awards Program Jurors



ymond Deryl

Reed

Frederick W.

Salogga

Louis R.

Lungren

Honor award

Lutheran Social Services — Office Building, Milwaukee

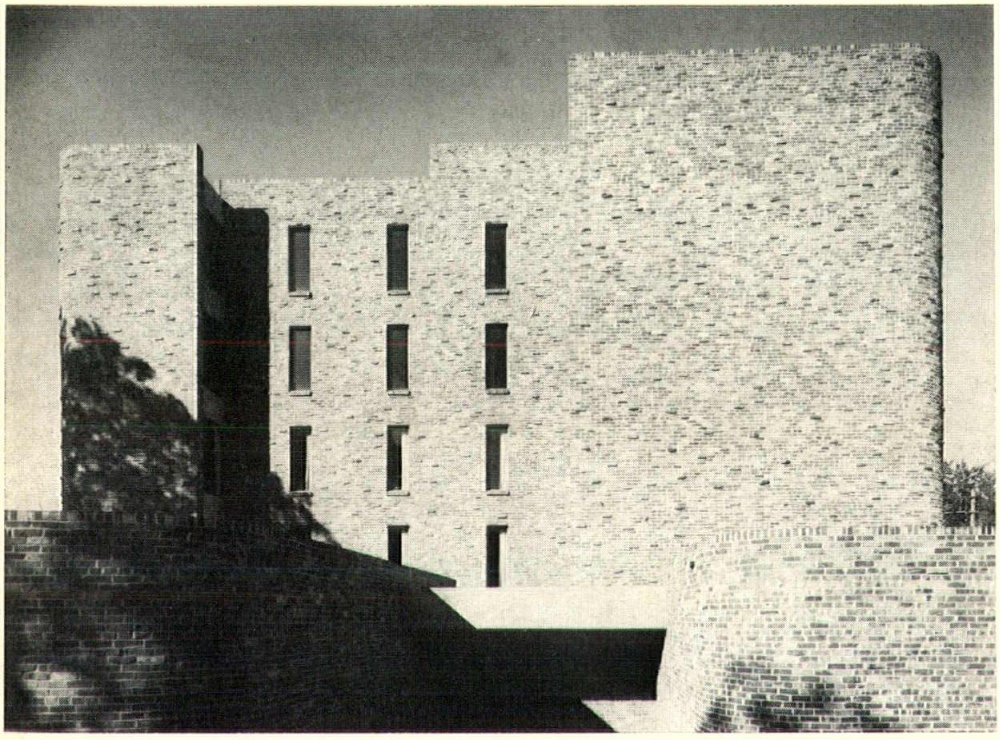
architects: *William Wenzler and Associates, Architects, Milwaukee*

owner: *Lutheran Social Services, Milwaukee*

general contractor: *Joseph P. Jansen Company, Milwaukee*

consultants: *Lubenow and Gobster, Milwaukee*
Holland, Beseke & Kurtz, Milwaukee
Dolan & Dustin, Milwaukee
Wm. Lam, Cambridge, Mass.

photography: *Robert A. Dorn*

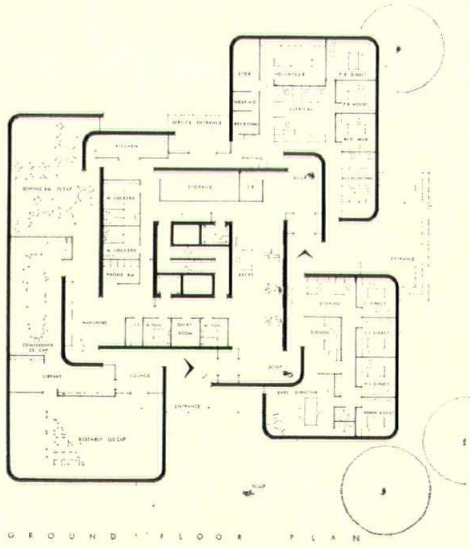


This project, located at 3200 W Highland Avenue was to serve two fu tions, namely housing the headquart staff of the state agency and the Milw kee area Social Services offices. T client required the building to expres character of protectiveness and securi reflecting a long heritage and yet awareness of the contemporary.

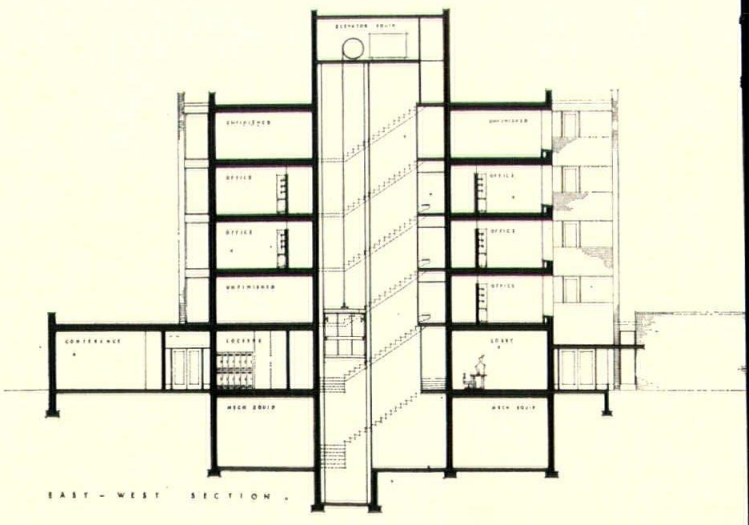
To preserve the circulation relationsl of the two required functions, the arc tect located the headquarters offices the first floor to allow horizontal exp sion. The Area Service offices w located in the five story tower to all for eventual vertical expansion of th additional floors. The building is structural concrete frame with br cavity walls. A central heating — conditioning system with individual ro control provides the comfort of climat

Jury comments:

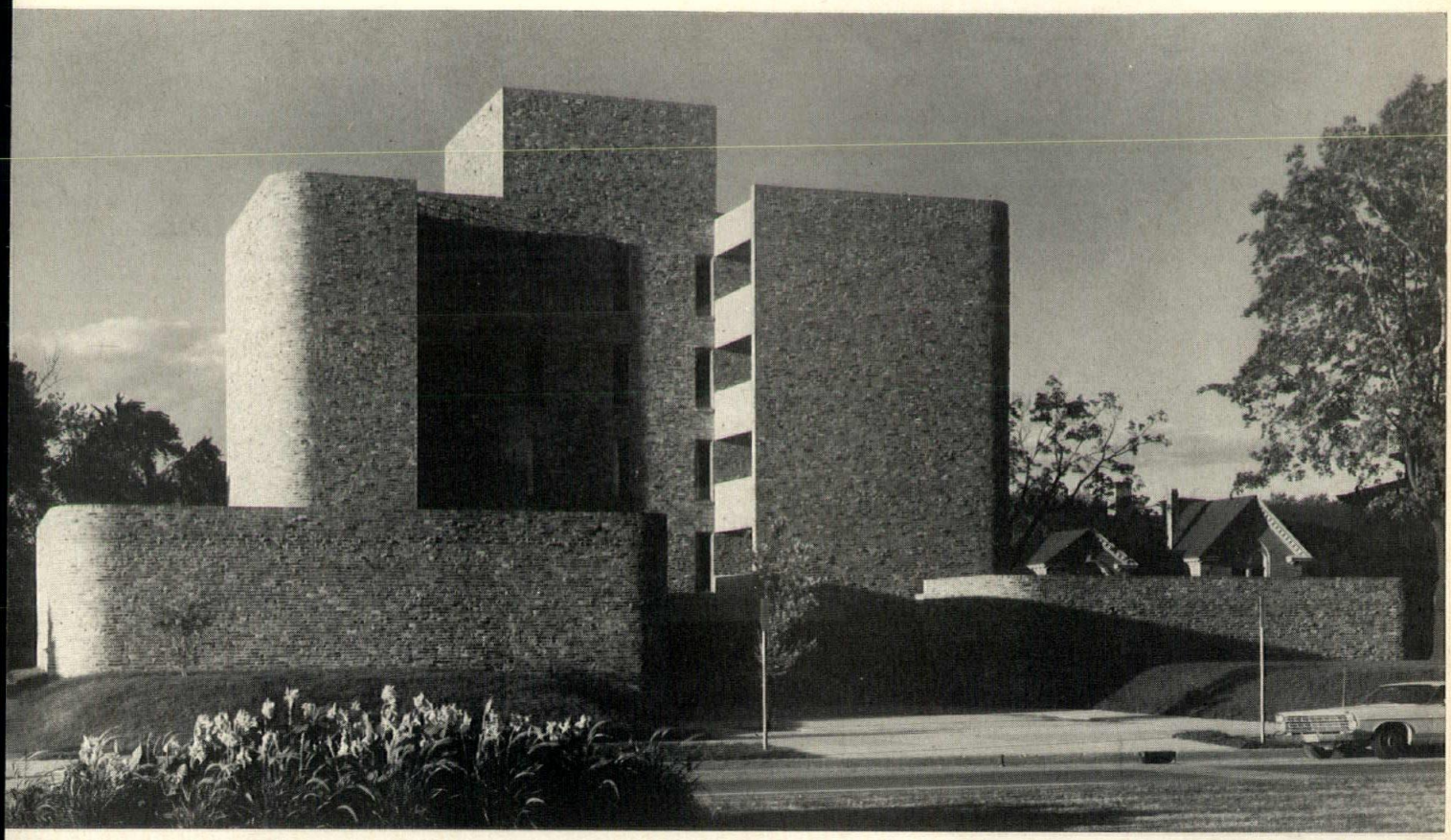
This building is extremely stro Quite an articulate plan in the organiz tion of various functions contained with with a minimum of contemporary clic In fact with no contemporary cliche. uses quiet materials. It is very, ve honest, and implies that much of the b of the architecture coming out of the Fi World War has been found again. T is just a tremendously strong building, is almost like Dudok. It makes the m of a very simple palette of materials. T massing is really outstanding. The buil ing looks inward onto itself and is a ve fine example of brick architecture. W are very excited about it. (Mr. Dudo a Dutch architect, built much of the to of Hilversum, Holland, in the Twenties

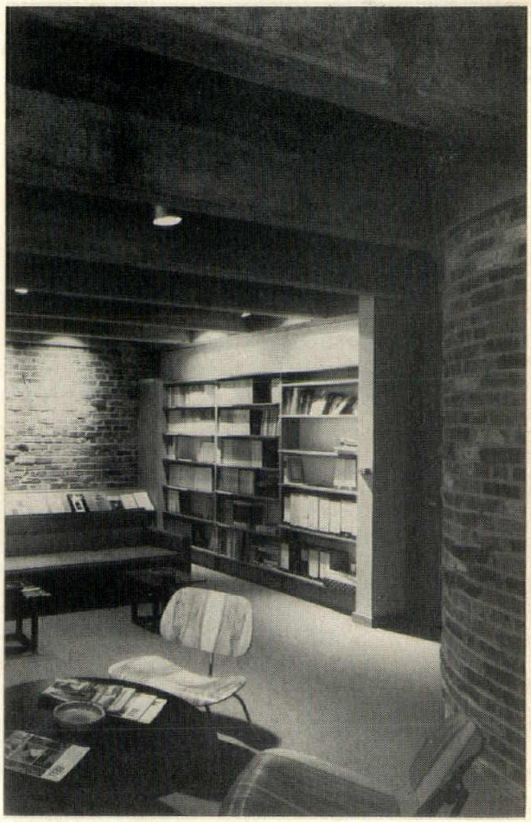


GROUND FLOOR PLAN



EAST - WEST SECTION





Honor award

A Residence in Milwaukee

architects: *Office of Fitzhugh Scott, Architects, Inc., Milwaukee*

project architect: *David Kahler*

owner: *Wishes to remain anonymous*

general contractor: *Arthur Freigang & Sons, Brookfield*

consultants: *Ammann & Whitney, Inc., Milwaukee*

landscape architect: *Thomas Lied, Milwaukee*

photography: *Hedrich-Blessing, Chicago*

The residence is located at the sho of Lake Michigan and the architect d veloped the triangular floor plan becau of his client's desire to experience t vast sweep of Lake Michigan from a 1 foot high embankment without a loss a sense of privacy, intimacy and prote tion. The triangular rooms along t hypotenuse create an expansive feeli toward the east and have a more restri tive effect toward the center of the hous A system of vistas throughout the hou relieves any sense of confinement.

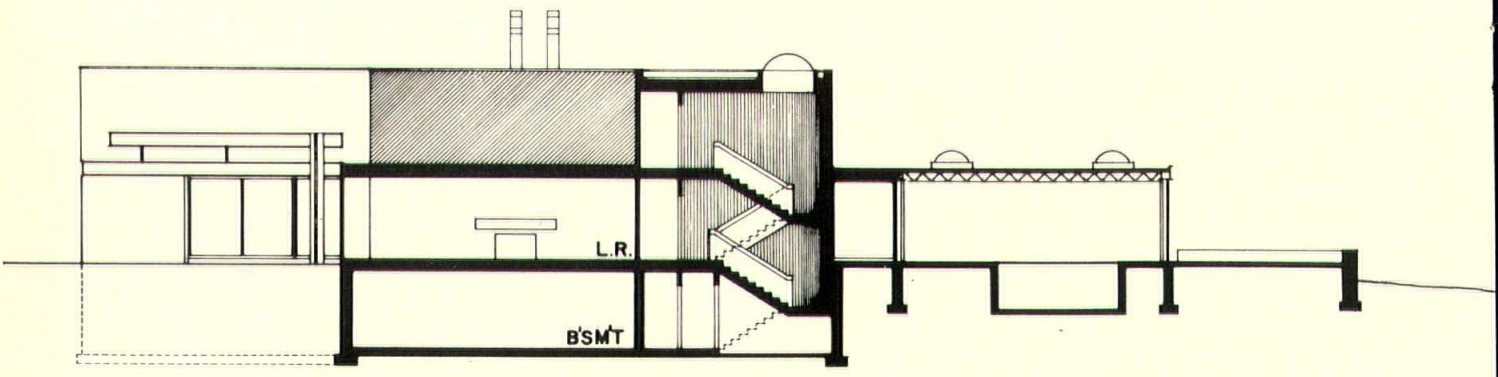
Essentially the client wanted all acti ities to take place on the first floor. T bedrooms on the second floor are us only for visiting children and gran children.

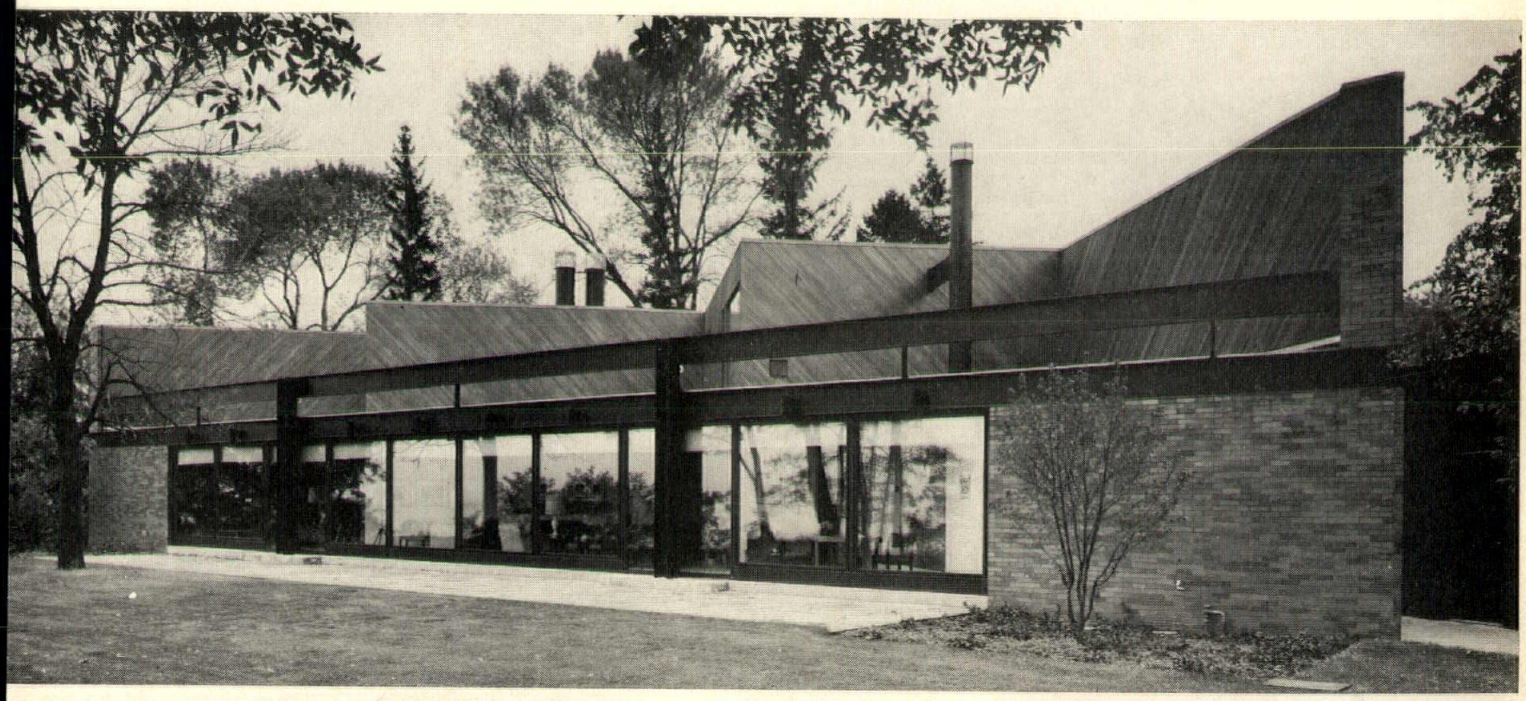
The new residence is located on t site of the client's original home whi was moved 240 feet to the west of t property. Brick and steel channels a combined to create architectural sca and form in harmony with the origin house to the west. The basic constructi is wood frame with 4" brick veneer.

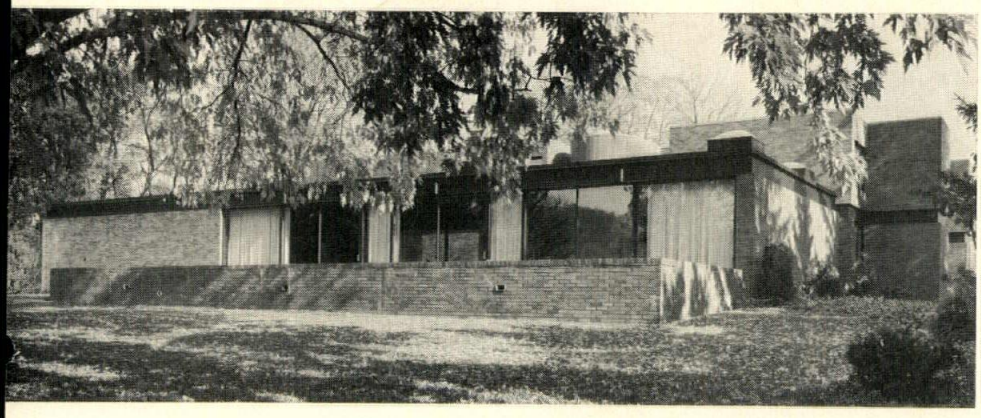
The northeast window wall utiliz steel tubing and rubber gaskets. T house is air conditioned and heated wi a forced air system.

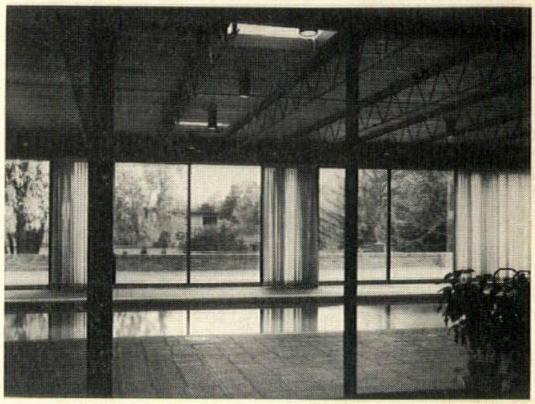
Jury comments:

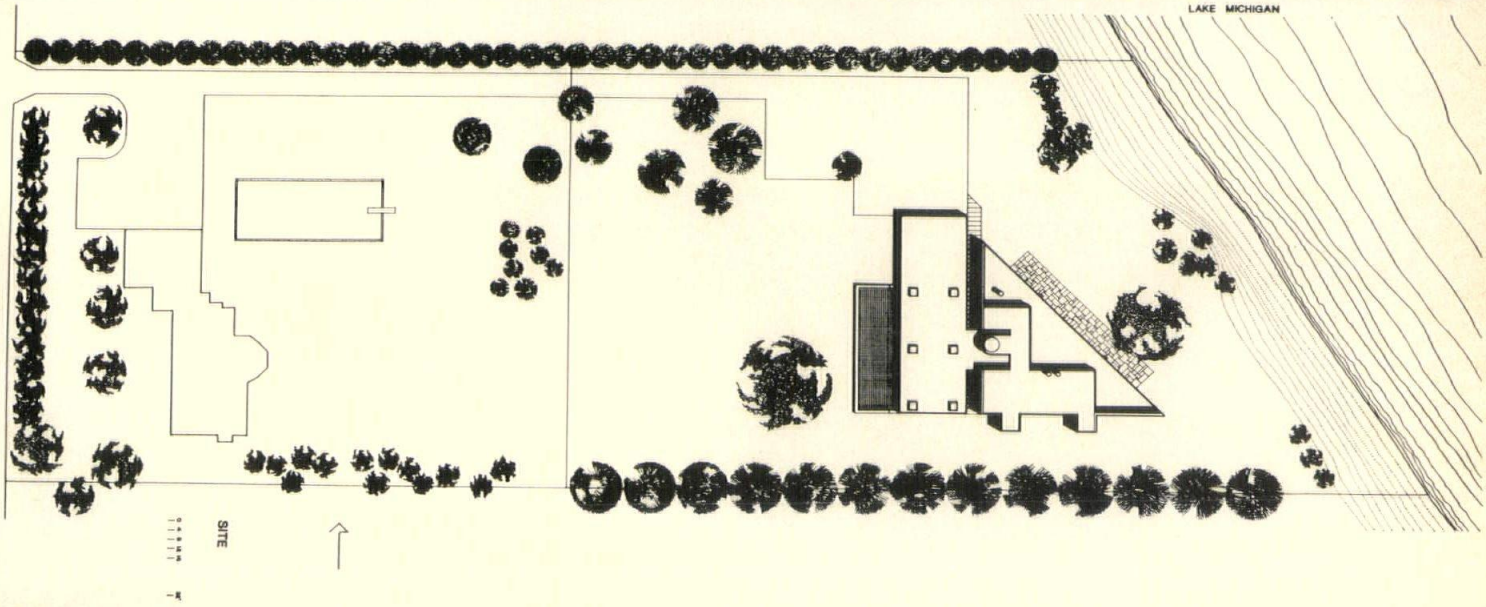
We don't know how to express it, e cept to say this is a great building. T plan is very, very straightforward a this would be a tremendous place to li in. The use of the materials is extreme honest. It is a very powerful and artic late solution. A very distinguished des for a superb site and for, obviously, ve specific requirements.










LAKE MICHIGAN
SITE

Honor award

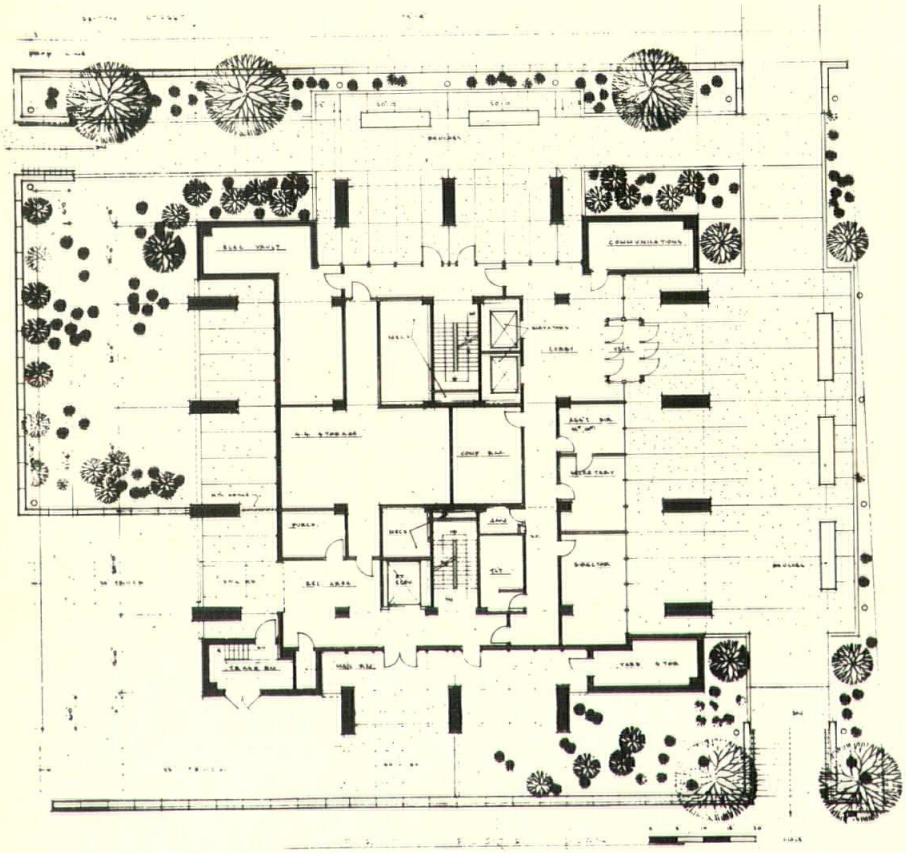
Earth and Space Science Complex — Phase I, Madison

architects: *Johnson-Wagner-Isley & Widen, Inc., Milwaukee*

owner: *University of Wisconsin, Madison*

general contractor: *Anthony Grignano Company, Madison*

consultants: *Graef Anhalt & Schloemer, Milwaukee*
Lubenow and Gobster, Milwaukee
Lofte & Fredericksen, Milwaukee
Leedy & Petzold, Milwaukee
Kuhlman, Inc., Menomonee Falls



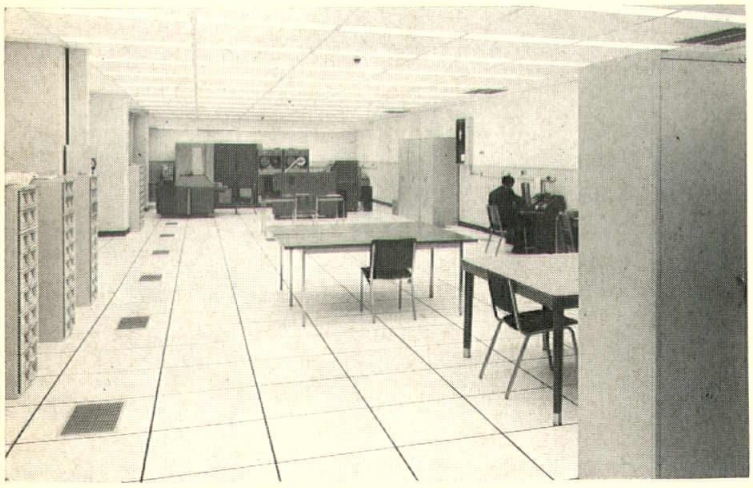
The project is a graduate researc facility for the Earth and Space Science located at the southeast corner interse tion of Dayton and Orchards Streets. Th first phase of three, the Earth and Spac Science complex is situated on a ver limited site, 159′ x 149′, which dete mined its final design concept of 15 level The primary function is to provide spac for interdepartmental cooperative re search in space related programs. Th administrative and technical staff pro vides the coordination and technical re sources required to support the variou programs. These areas include special ized shops, test rooms, data processin and computer areas, offices and confer ence rooms.

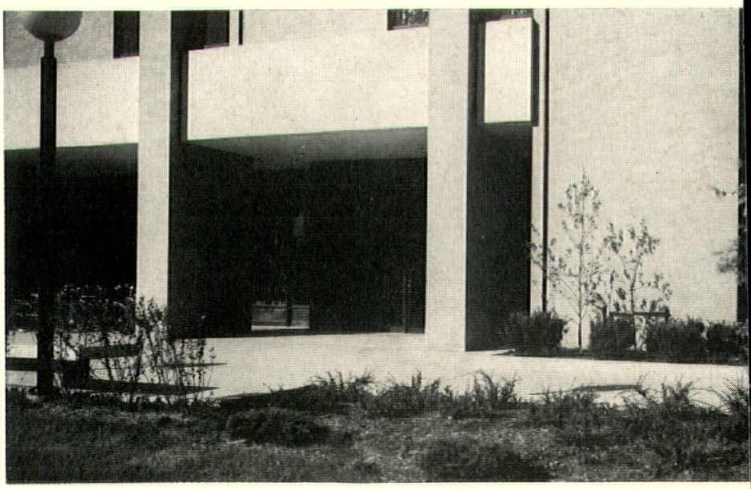
The department of Meteorology accom modates several major programs devote to advanced basic meteorological researc within the building. It provides facilitie for research and education at the gradu ate and post doctoral level in the Satel lite Program, Radiometersonde Program Atmospheric Energetics, Micrometeor ology, Climatology, Physical Limnolog and Aeronomy Programs, as well as th administrative areas, offices, laboratories and related service facilities.

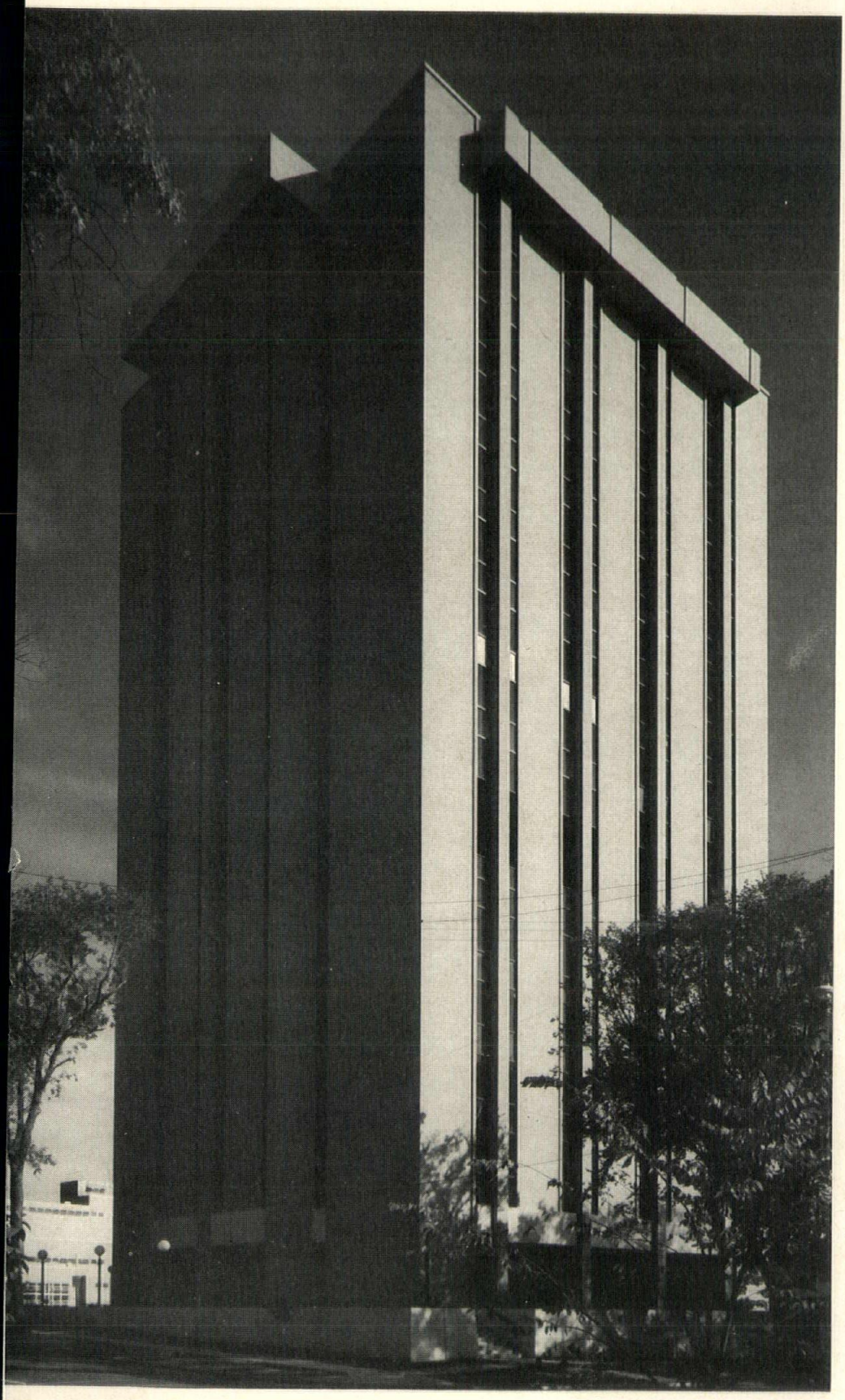
Jury comments:

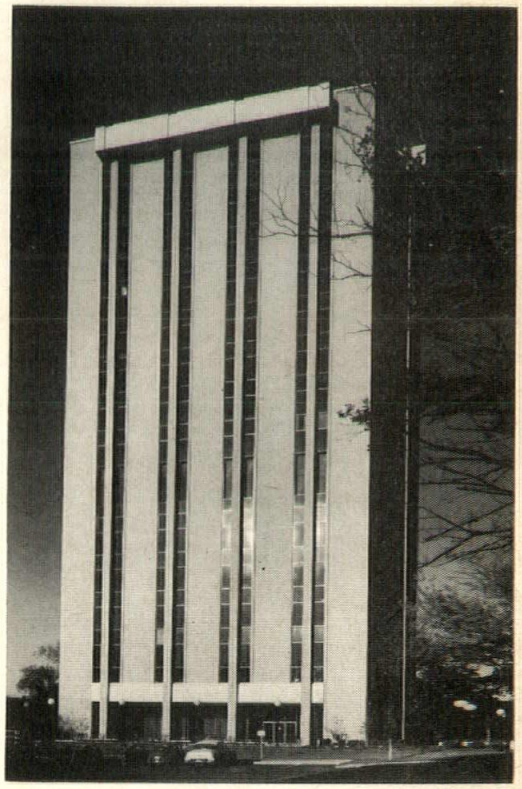
This building has a very straight forward plan. The design problem i handled very strongly. As a building i is quite simple; obviously a very direc solution to the problem at hand.

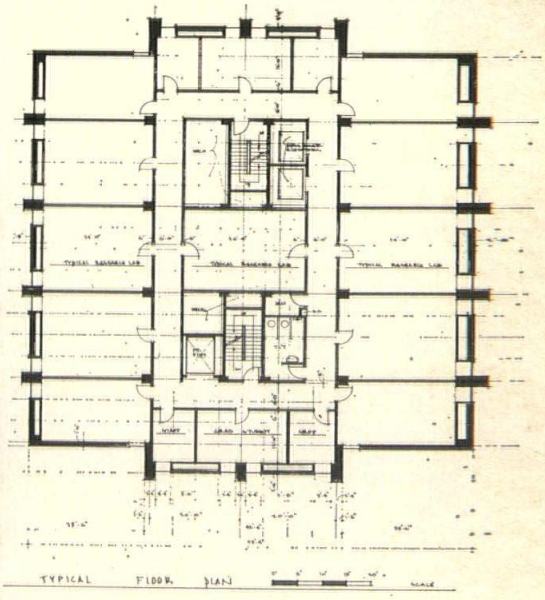
A very strong structure as far as it expression is concerned. Probably, in it simplicity it is doing the job in the leas possible effort and should be commende on that basis. Graceful. It is a brick clad structure and a very sophisticated building.











photography:
Wollin Studios, Madison

Merit Award

Marshall & Ilsley Bank Building and Parking Structure, Milwaukee

architect: *Johnson-Wagner-Isley and Widen, Inc.*

owner: *City Hall Square Re-Development Corp., Milwaukee*

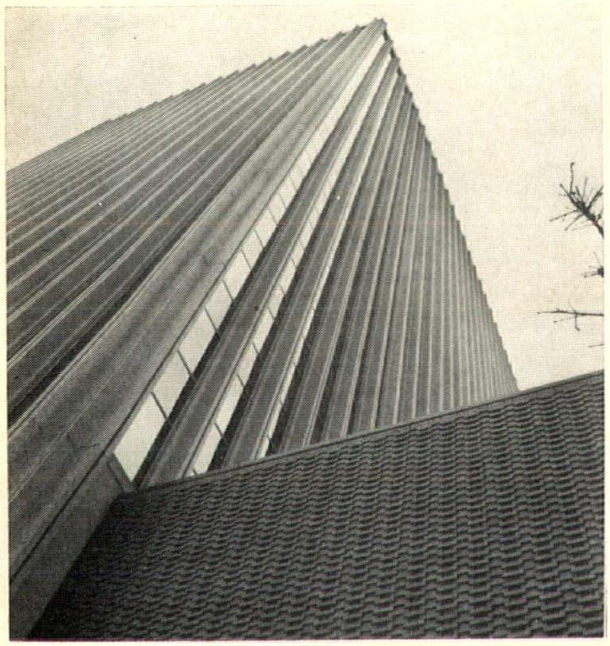
general contractor: *Hunzinger Construction Co., Milwaukee*

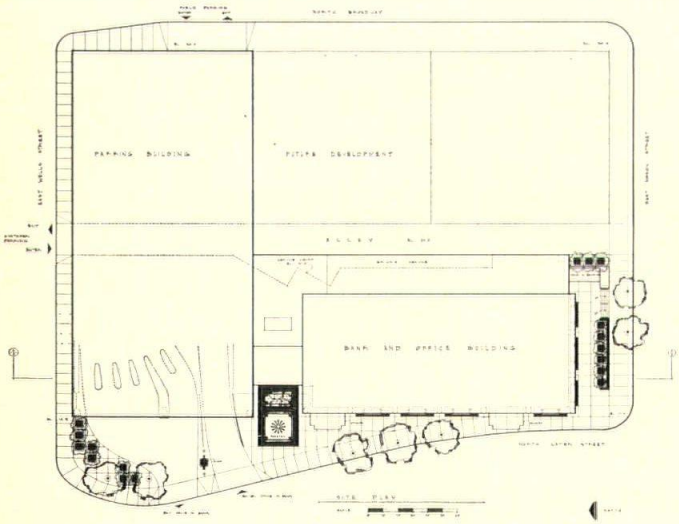
consultants: *Lofte & Fredericksen, Milwaukee*
Ammann & Whitney, Milwaukee
Lubenow & Gobster, Milwaukee
Ray G. Eigner, Milwaukee

The project (see Wis. Arch., Dec. '69 is located in the heart of the financia district of Milwaukee, and its basic func tion was to provide a new bank and offic tower structure adjacent to a parkin building.

Jury comments:

We all felt that it was an extremel competent solution to a rather comple problem that involved a number of uses The building complex functions well a far as we can see, and it relates very wel to its environment. The use of material is such that it fits into the context i which it is located quite well. A ver complex kind of function which is re lated well in a very simple straight forward shell or enclosure.





Merit Award

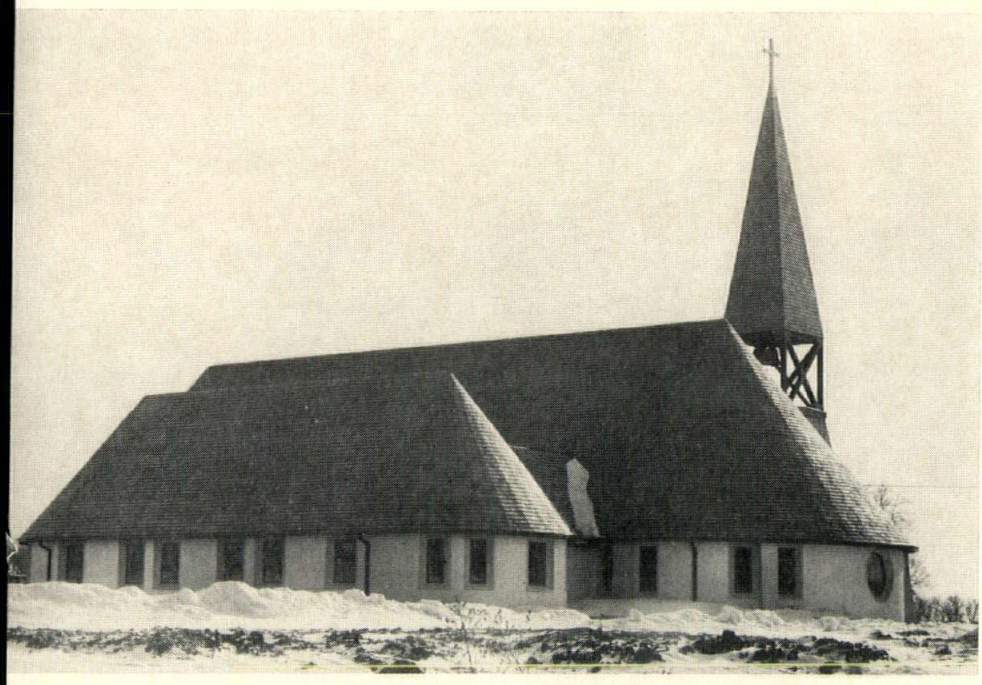
Grace-Holy Innocents' Episcopal Church, Nashotah

rchitects: *Maynard W. Meyer and Associates, Milwaukee*

wner: *Grace-Holy Innocents' Episcopal Church*

eneral contractor: *Math Starck and Sons, Inc., Hales Corners*

onsultants: *Ray Eigner, Milwaukee*
Ring & DuChateau, Inc., Milwaukee
Lyle F. Yerges, Downers Grove, Ill.



This Episcopal Church is the new combined place of worship for the congregations of the former Grace Church of Hartland and Holy Innocents' Church of Nashotah. An eight acre, slightly rolling site, formerly cultivated farm land was found approximately half way between the original churches. It was hoped that the Church could be seen from U.S. Highway 16 which passed about a third of a mile to the south.

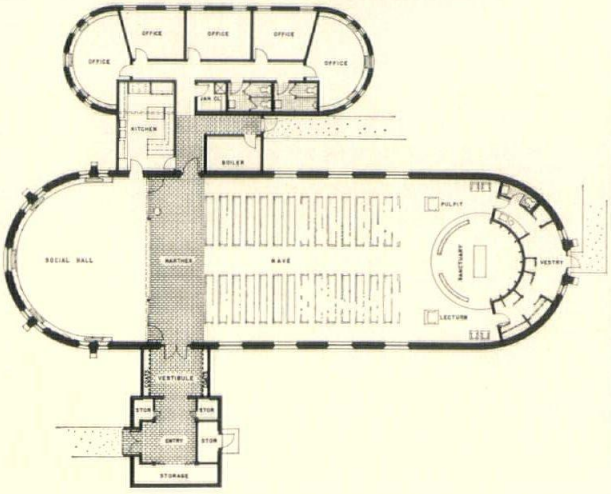
The program was a simple one, that of satisfying the liturgical needs of the church, a social area with adjacent kitchen, and fixed-wall offices that could also be used for their rather small Sunday school classes.

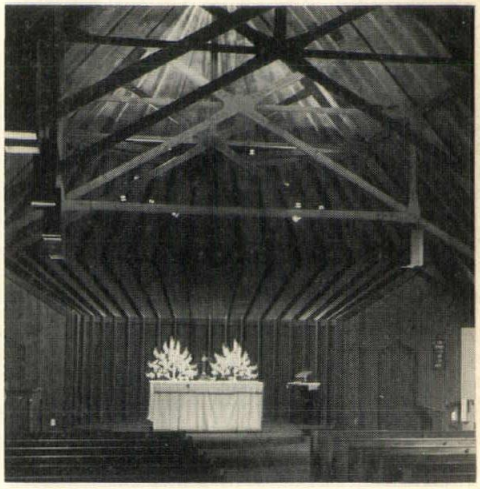
A significant prime desire expressed to the Architect was that of having the aesthetics of the Church reflect the early beginnings of the Church which was of Scandinavian origin. A Swedish, country-look was hoped for. A second important design point was that a memorial bell taken from the Grace Church be incorporated into the new building.

The character given this building has resulted in a building that is very much "loved" by the congregation.

Jury comments:

In many ways, it was one of the strongest plan and concept solutions of all those submitted. We were excited about the very powerful plan and the very powerful exterior which has apparently a Nordic type of influence. We were somewhat less impressed with the handling of some of the interior spaces in terms of detailed-planning. It is, however, in terms of a relatively modest budget, a very straightforward and powerful idea.





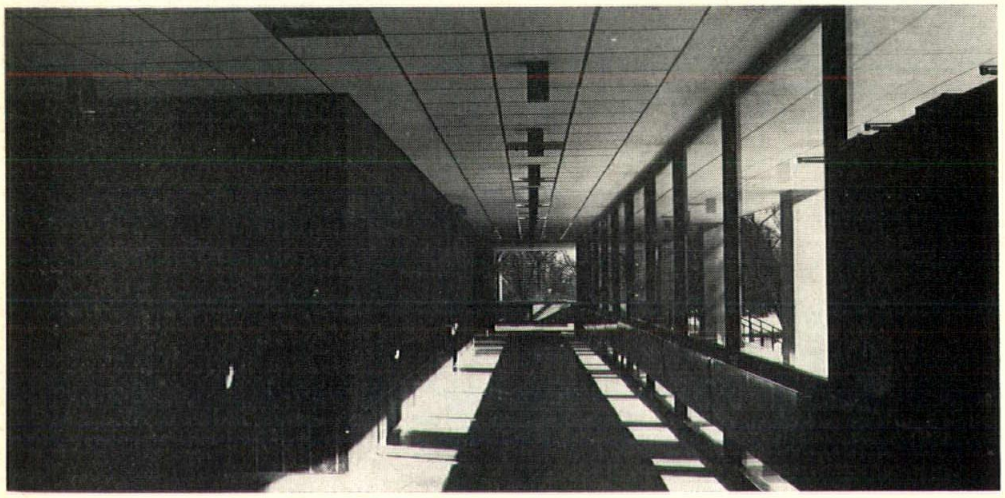
Merit Award

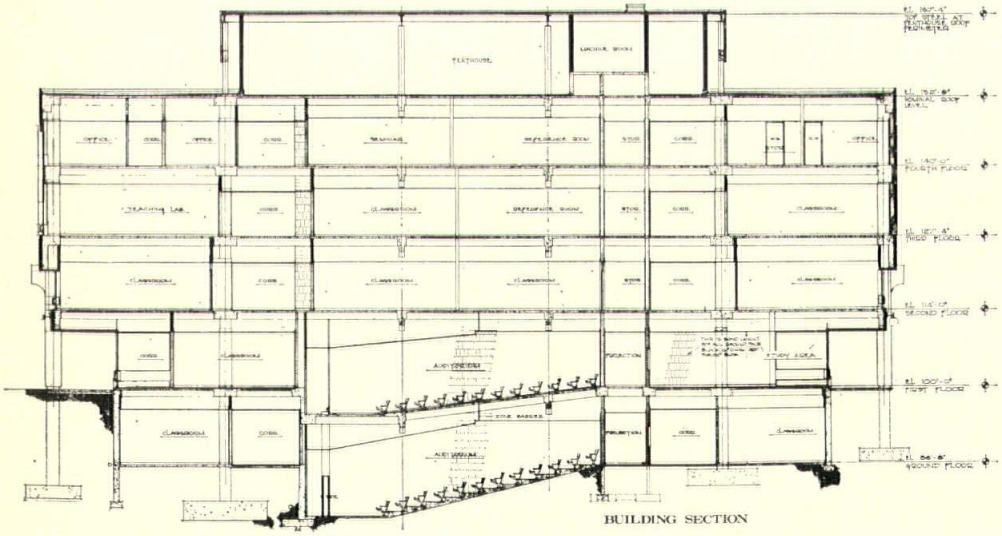
Classroom and Office Building No. 2, Iowa State University, Ames

architects: *Durrant-Deininger-Dommer-Kramer-Gordon, Watertown, Wis. and Dubuque, Iowa*

owner: *Iowa State Board of Regents, Ames*

general contractor: *W. A. Klinger, Inc., Sioux City, Iowa*





BUILDING SECTION

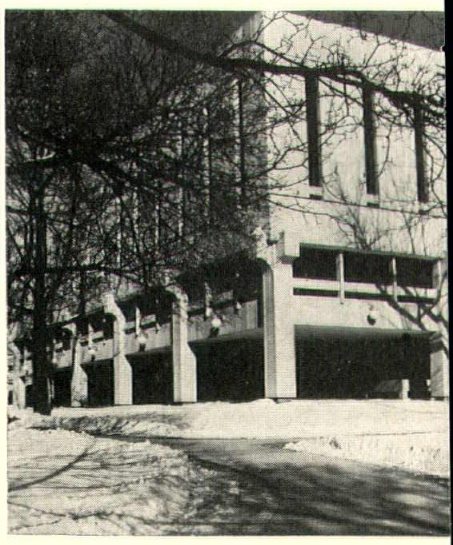
The architects had to provide 55 teach ing stations and 113 instructors offices i this project. The wooded site, small an restrictive, located among several olde college buildings, slopes 16′ from th Northwest to the Southeast. This sma site dictated the multi-story solution fo the 136,000 square foot building.

The new facility's proximity to th older surrounding stuctures demande serious consideration of their architec tural character, particularly Beardshea Hall, a classic building erected at th turn of the century.

The majority of teaching stations ar located on the three lower floors, facili tating the movement of students to an from classes, and eliminating the need o sizing the elevators for their use. Th required service enters off the only avail able road. Through the utilization of th slope of the site and a rubble retainin wall, this area is visually isolated. Th pedestrian student flow enters from th North or South, keeping with the existin traffic patterns of this central campu area.

Jury comments:

It is a building that showed a grea deal of sensitive handling of a difficul problem on a college campus. The feelin of the building in general was excellent We felt in some cases there was a littl overexuberance of the treatment of th column caps, but generally it was a sensi tive solution to a complex problem.



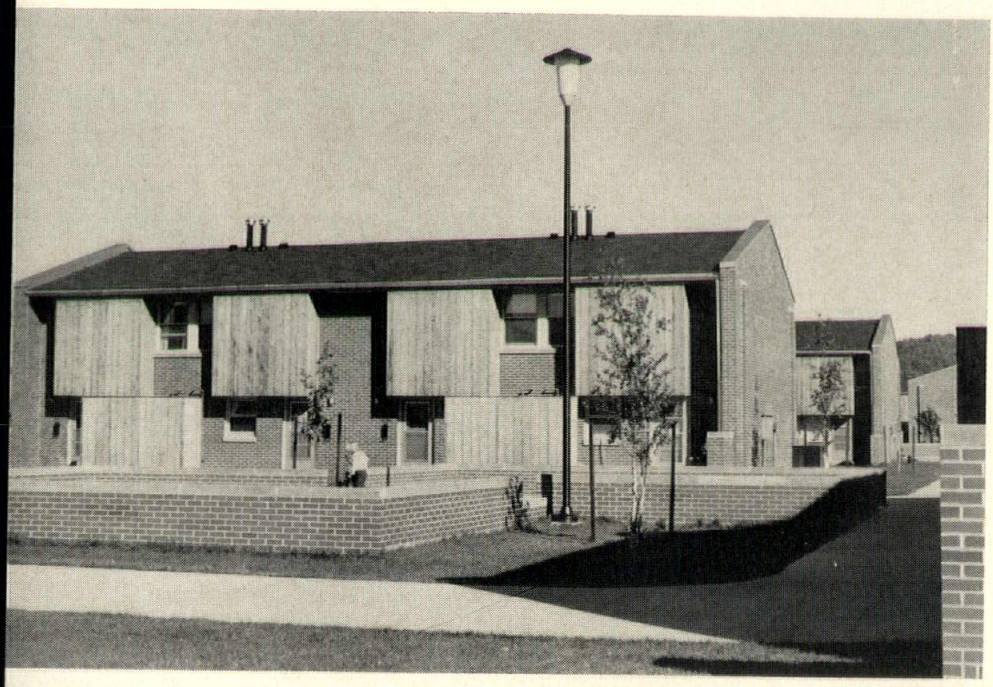
Merit Award

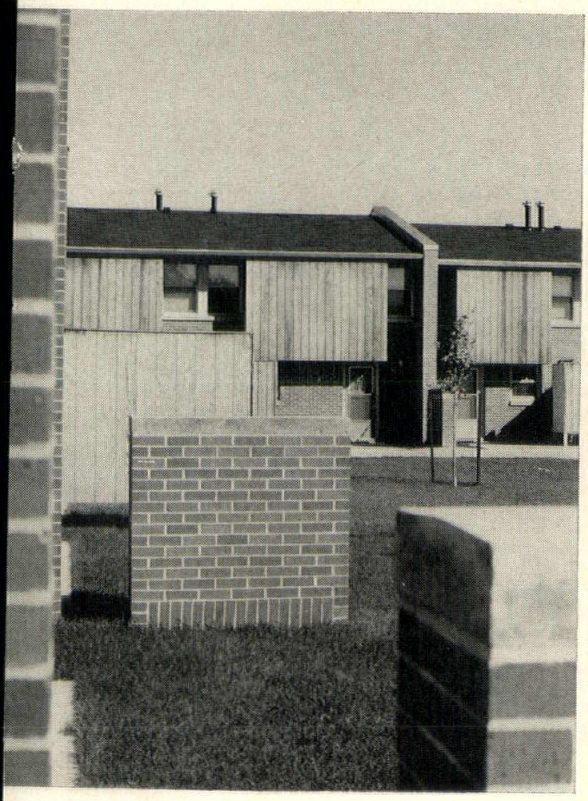
Mullen Homes, La Crosse

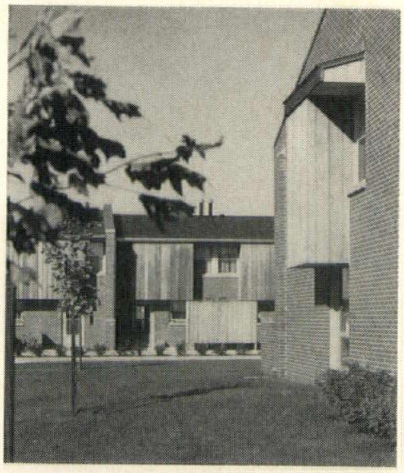
architects: *Hackner, Schroeder, Roslansky and Associates, Inc., La Crosse*

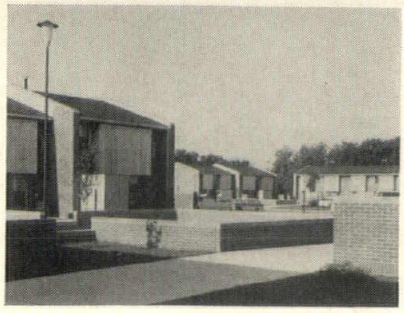
owner: *Housing Authority of the City of La Crosse*

general contractor: *Nels Johnson Construction Co., Winona, Minn.*







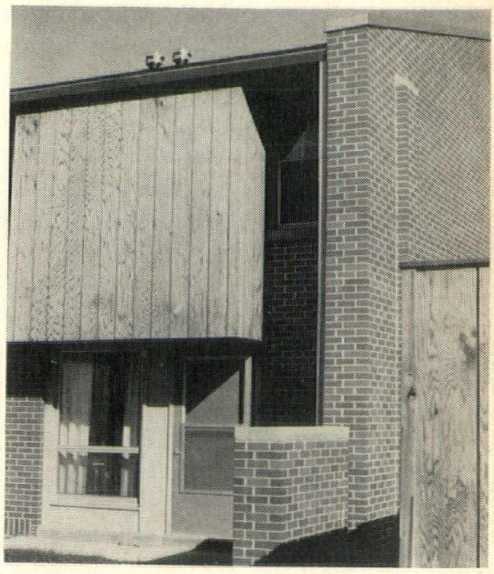


The program called for dwelling units of a mix of 2, 3, 4 and 5 bedroom living units for low income family public housing, located on a flat 5.8 acre tract at St. James and Winneshiek Streets in La Crosse. The architects designed a series of relatively high density townhouse clusters. All units are two story and combined to form 2, 4 and 6-plexes. The plan offers a combination of family and community spaces defined by building extensions, landscaping and existing patterns of circulation. The dwelling units share common parking areas, tot playlots, playgrounds and drying yards. Each unit retains its individuality with a private entrance and yard area. The architects intentionally used conventional materials and construction in order to create a type of building that is appropriate to the character of the existing neighborhood and provides a functional and economical solution to public housing that brings dignity as well as shelter to the inhabitants.

The units are of standard platform frame construction supported on a perimeter foundation and slab on grade. The roofs are of prefabricated nailed on trusses sheathed with plywood and asphalt shingles. Exterior walls are brick veneer and vertical scored cedar plywood. Interiors consist of drywall ceiling and wall finish, resilient tile floors and wood trim.

Jury comments:

The unit plans probably represent the ultimate in refinement of a time tested scheme. The site planning is not as well handled as we might have wanted it. The detailing is very good and the use of the materials is very good.



Merit Award

Marshfield Senior High School Building, Marshfield

architects: *John J. Flad and Associates, Madison*

principal in charge: *Joseph H. Flad*

partner in charge: *Emil W. Korenic*

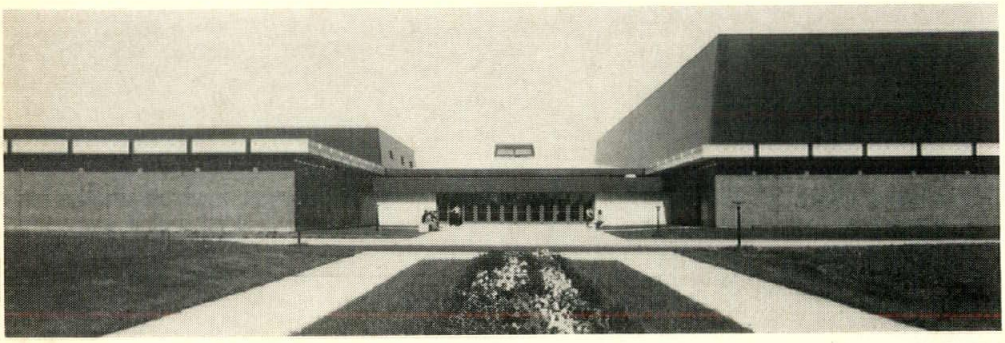
project architect: *John Blassick*

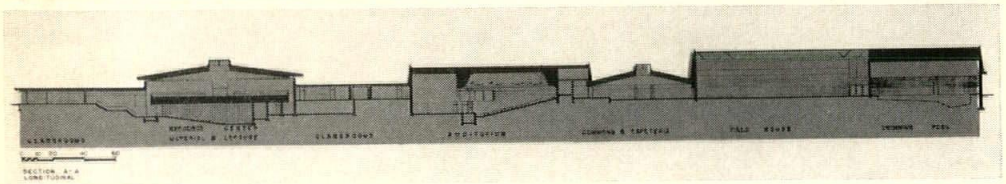
owner: *Marshfield School District No. 1*

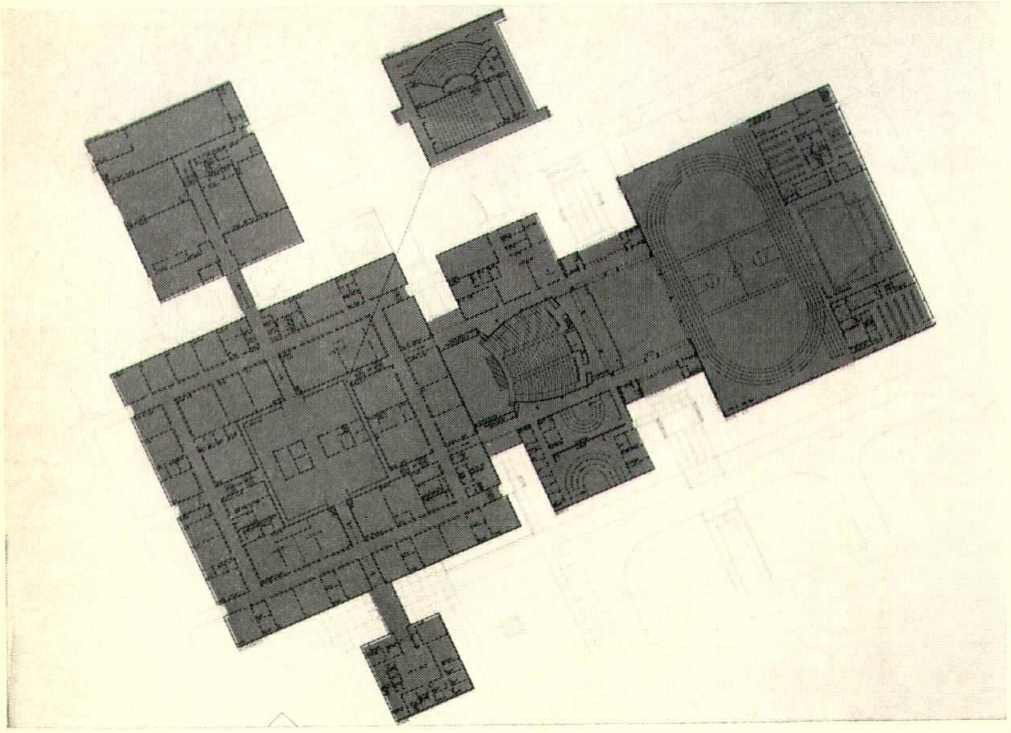
superintendent: *Frank Hanrath*

general contractor: *Thomsen-Abbott Construction Co., Marshfield*

consultants: *Bolt-Beranek-Newman, Inc., Downers Grove, Ill.*
Dega-Stluka, Madison



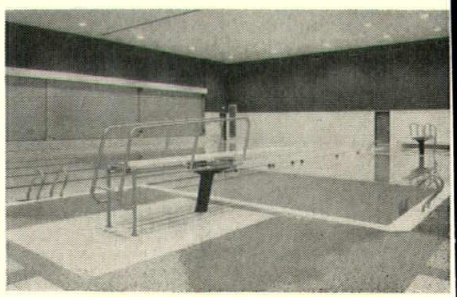




This new senior high school was initial ly designed to accommodate 1,200 stu dents in the academic areas. With th future addition of 8 classrooms in a win to the west of the present structure, th total physical plant will be able to serv 1,500 students. Therefore, in the initia building, the kitchen, auditorium, admin istration, athletic, lecture, shop, voca tional, music and science facilities wer all designed to serve the ultimate 1,50 students. The basic plan design contain academic areas in the central portion o the building surrounding the I.M.C. uni and lecture rooms below. Industrial art is sound isolated but adjacent to the aca demic area, as is the administration unit The latter is also connected but separate to function without interference wit normal school routine. The auditorium cafeteria, and field house are so placed a to be easily accessible from the balanc of the school. The sloping site was uti lized by varying the elevations of the floo lines. The large scale elements wer placed on the lower areas of the site and the small scale elements were place on the higher areas of the site. This con dition created a homogeneous composi tion generally lost in this type of a building. The building set back and angl placement of the site create a good scal with smaller units close to the primary approach road and the larger unit farther back.

Jury comments:

This is one of a number of very excit ing solutions to school problems. It was particularly chosen for its extremely wel articulated plan and for the fact, that in spite of its diverse elements, a sense of unity was created. The jury felt every thing about this building was handled extremely well with the possible excep tion of a little bit overhandled fascia treatment. We were impressed to a high degree that the skill of the architect, in handling both materials and proportions and relationships, went right through the interior of the building. It is a very competent job.



Merit Award

Southwest Central Office Building, Madison

architect: *John J. Flad and Associates, Madison*

principal in charge: *Thomas H. Flad*

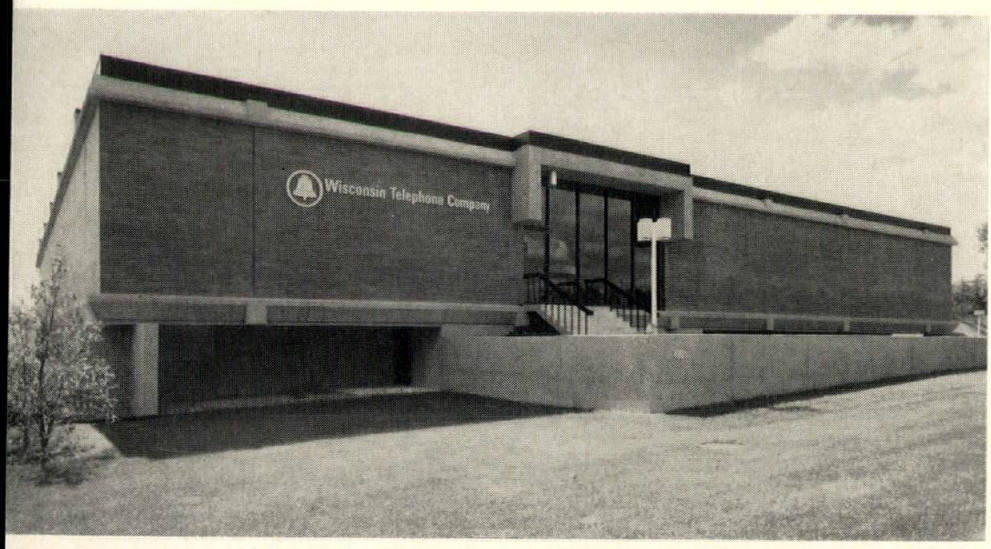
partner in charge: *Thomas K. Nisbet*

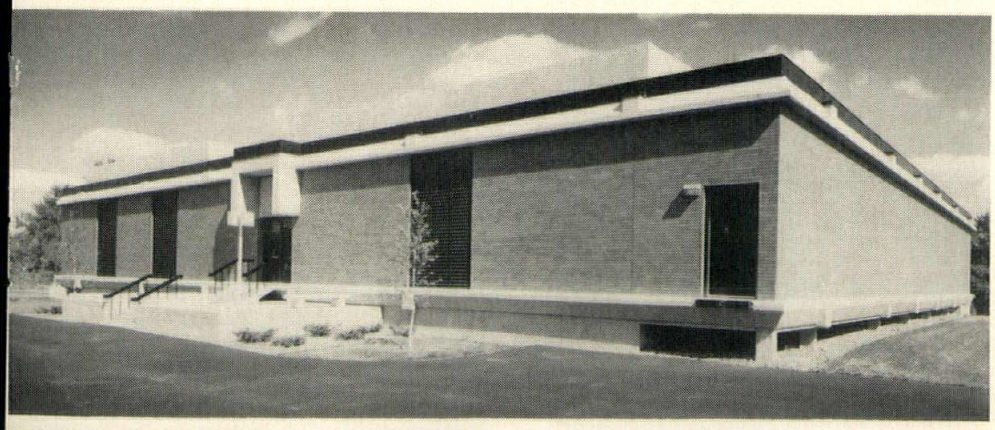
owner: *Wisconsin Telephone Company, Milwaukee*

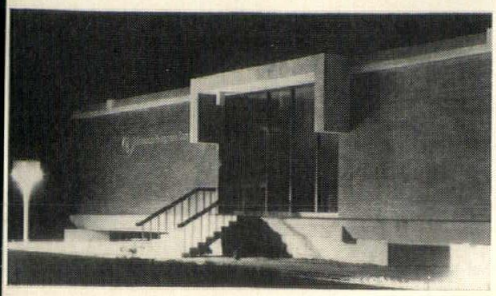
general contractor: *Anthony Grignano Co., Madison*

consultants: *Dega-Stluka, Landscape Architects*

photography: *David M. Spradling, Madison*





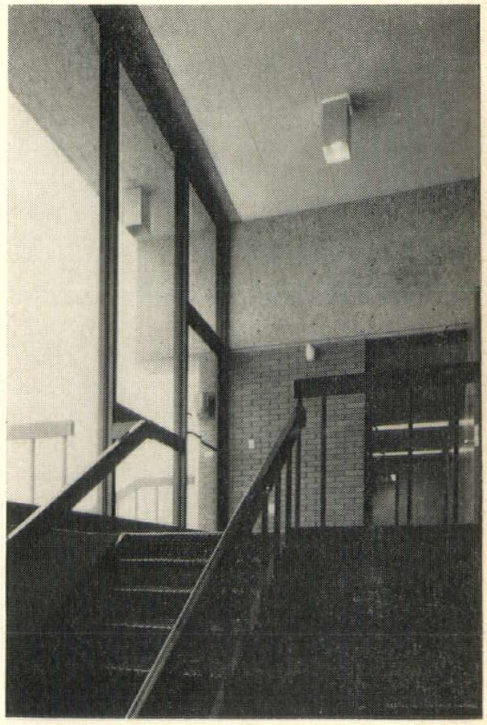


The Wisconsin Telephone Company had need for the Southwest Central Office Building on Black Oak Drive to house telephone equipment to serve the rapidly growing area on the southwest of Madison. The owner was anxious to incorporate into a residential area a building, that despite strict environmental and spatial program requirements, would not intrude but complement in scale and treatment the surrounding restricted commercial and residential apartment neighborhood. The building was designed to be expanded vertically as well as horizontally to meet the owner's future needs. The structure is of reinforced concrete with a two-way floor and roof slab. The exterior is brick masonry with exposed concrete that was sandblasted to obtain an exposed aggregate surface.

The mechanical system includes total electric heat with fully automated solid state controls. Selection of this method of heating and air conditioning was the result of an analysis of the heat generated by the in-house equipment and the rigid temperature and humidity requirements.

Jury comments:

We feel this is an outstanding solution to a problem that has not had the most imaginative treatment generally. In that respect, this building is something of a landmark example. Good site plan and good internal planning.



Merit Award

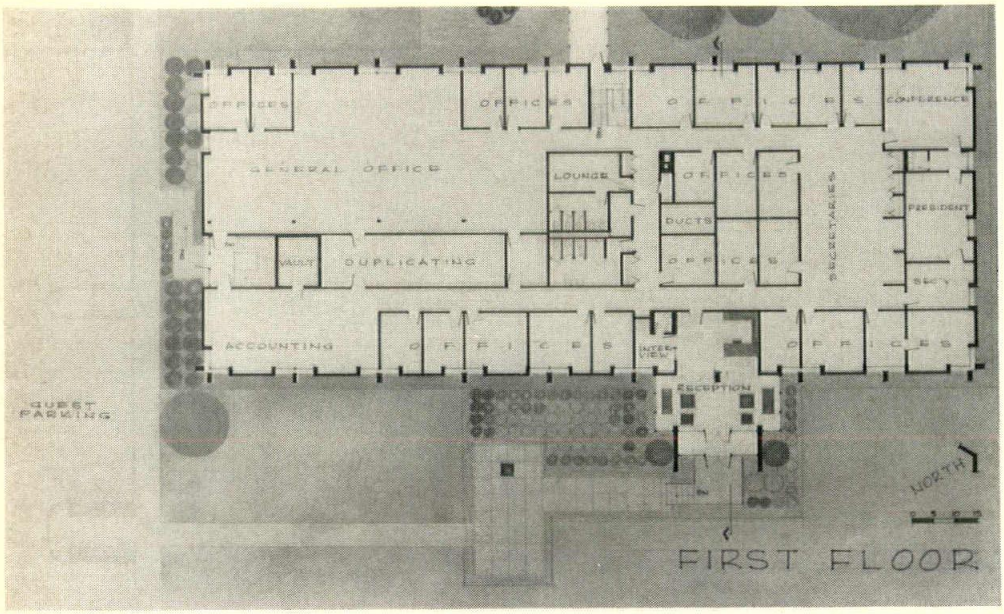
Menasha Corporation Office, Neenah

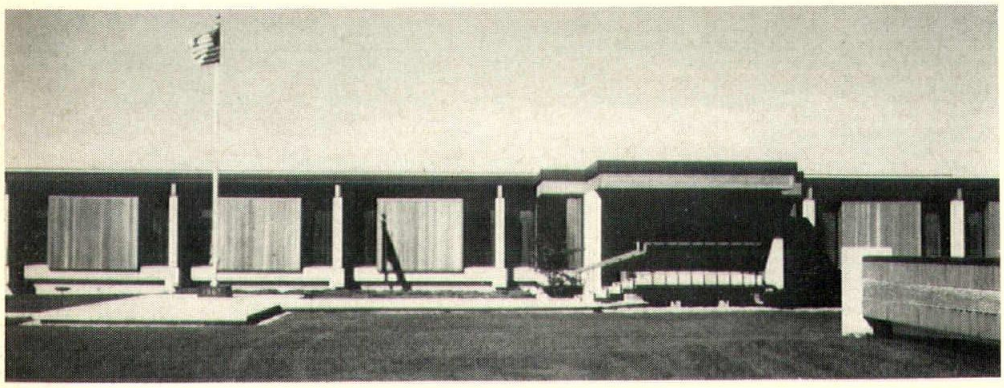
architects: *John E. Somerville Associates, Inc., Green Bay, Wisconsin*

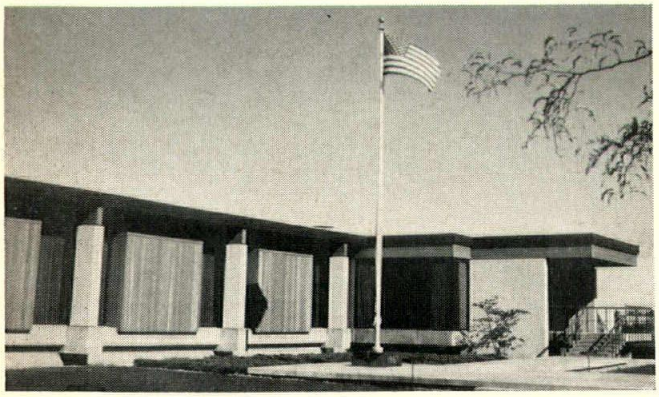
owner: *Menasha Corporation, Neenah*

general contractor: *Howard Immel, Inc., Green Bay*

consultants: *Dega-Stluka, Landscape Architects, Madison*







The program called for a "corporate office building for the owner's variou manufacturing plants. The site for thi project is part of a large parcel withou trees fronting on U.S. Highway 41 in th town of Neenah on which the owner ha previously built a manufacturing plan The owner did not want a masonry concrete or all glass building but require the use of materials that would reflec the history of the company producin products from wood. The owner specifie that wood be used where practical, whil maintaining the dignity of a "corporate office.

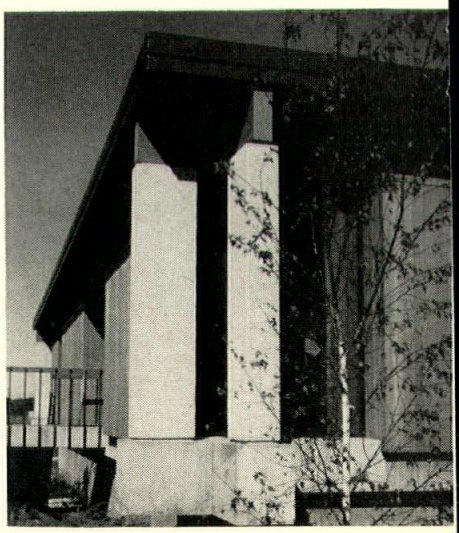
The building has two levels; a firs floor on which all the initial offices ar located, and a basement level containin mechanical equipment, machine book keeping, storage and space for futur offices.

Because of the sloping site, the archi tect raised the building slightly, in orde to have windows in the basement wes wall.

The roof of the structure is wood deck ing on laminated wood beams and pur lins. The wood beams rest on exterio columns of sandblasted concrete. Th exterior walls are wood studs with staine Redwood T & G vertical siding on th exterior and wood paneling on the inte rior surface. Where the wood deck coul not be left exposed, suspended acoustic tile ceilings were held above the bea bottoms to give a "coffered" effect.

Jury comments:

The plan is a very functional one. Th site is good. The building has the kin of a scale and character which is suitabl for the community and the surrounding which it occurs in. A good structural sys tem, very straightforward in expression



Merit Award

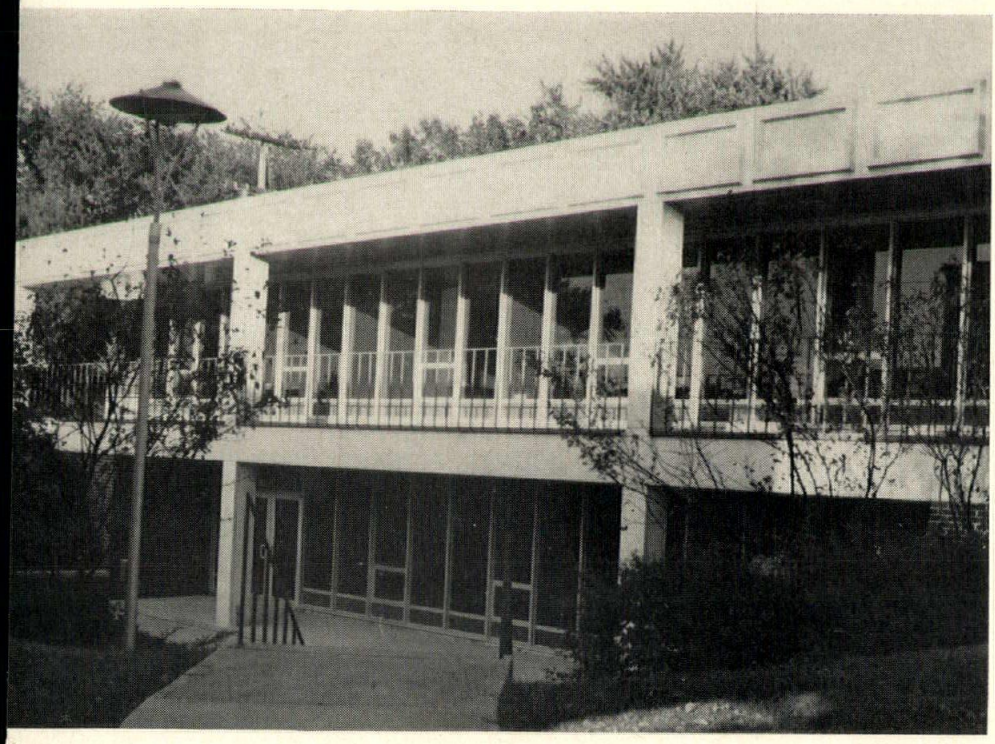
City Hall, Middleton

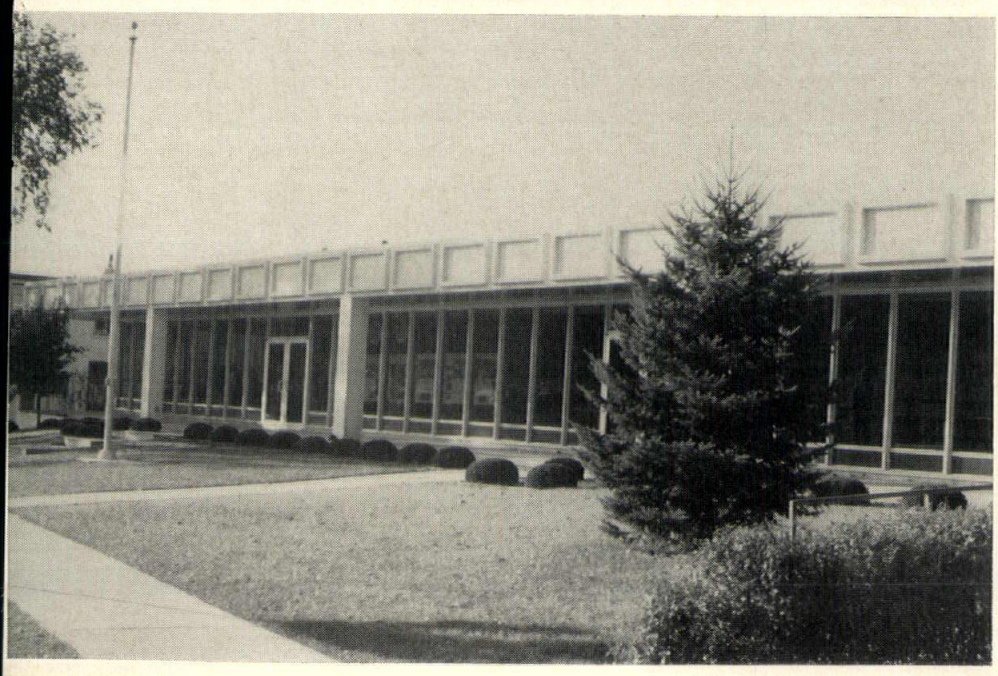
Architects: Charles A. Woehrl & Associates, Inc., Madison

Owner: City of Middleton

General contractor: H. F. Simon & Son, Middleton

Consultants: Mechanical Design, Madison



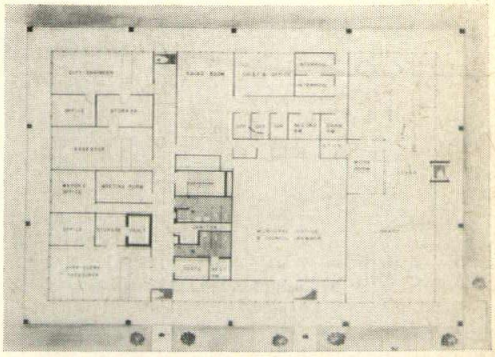


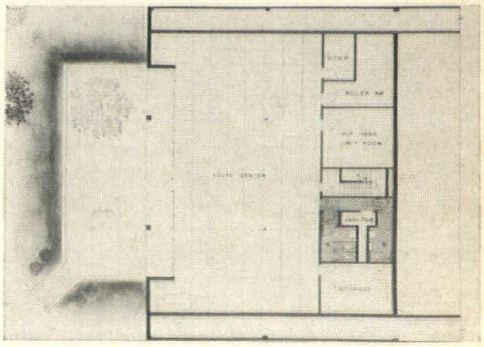
The owners required this new City Hall to house the library, police station, council chambers, and offices for the city including assessor and engineer. Originally this building was designed for a 60 acre site of city property overlooking the lake. The City fathers, in an attempt to preserve and vitalize the downtown area of Middleton, insisted that the site be a lot as shown. The Architects liked the building they designed and they saw no way to solve the horrible site problem. So they just fitted the structure to conform to the site. The building is designed with demountable partitions so that when a new library is built the city offices and police station can expand into this space. A youth center is located on the ground floor.

The building is of structural steel skeleton with precast concrete panels, and aluminum curtain wall. Roof is metal deck, insulation, built-up pitch and gravel. Interior partitions are glazed block and metal demountable. Ceilings are aluminum metal pan on exterior, and fibre glass lay-in type on the interior. Floors are vinyl asbestos tile.

Jury comments:

Again, basically a difficult kind of problem, ecompassing a number of diverse functions, we think was skillfully handled. The scale of it was appropriate to the surroundings and the detailing was well handled.





waf

by Dorothy Schweitzer, Executive Secretary

Fund Drive

"Members of the Wisconsin Chapter AIA must be aware by now that Wisconsin Architects Foundation is conducting a state-wide Fund Drive for the benefit of the new School of Architecture at the University of Wisconsin-Milwaukee. The Foundation is carrying out a pledge of monetary assistance made back in 1963 to help the school once it was established. This aid, over and above the funds provided by the University, is intended to assist the new School in fulfilling its great need and to approach the excellence that has been predicted for it. Cooperation is asked of all of you who should be deeply concerned in this important endeavor which is vital to the architectural profession and the building industry in Wisconsin." — Roger M. Herbst, Chairman

The first phase of the Fund Drive concerns the obtaining of contributions and future pledges of contributions from Chapter members. Heading this portion of the drive is Francis J. Rose, AIA, Milwaukee, and assisting him are the committees which have been formed in each Chapter Section.

Because of the fact that the Southeastern Section, the largest of the four, became organized and in action first, under the stewardship of Jordan A. Miller, AIA, Milwaukee, the names of his committee members are listed as a matter of compliment as well as encouragement:

Reimar F. Frank	*James H. Bell*	*Daniel D. Reginato*
Edmund C. Gazinski	*Jack Kloppenburg*	*Richard H. Smith*
Matthias Goebel	*Kenneth C. Kurtz*	*Gerald S. Vanselow*
C. Huettenrauch	*Gerald R. Labodda*	*Walter E. Zoller*
John P. Jacoby	*Clinton Mochon*	*Myron A. Sielaff*

Each Chapter member when approached by a fellow-architect should be mindful of the meaning of the School of Architecture to his profession, the first educational facility of its kind in Wisconsin. His well-considered response and cooperation will be welcomed by a fellow-architect who has taken his own time and effort to help in this campaign. The potential donor should realize also that what he and other Chapter members contribute will serve as a catalyst in stimulating sizeable funding by organizations associated with the architectural profession in Wisconsin.

Tax Exemption

Because Wisconsin Architects Foundation is a non-profit corporation, all contributions in the Fund Drive are deductible from State and Federal Income Taxes. (This also applies to memorial contributions.)

Trust Fund

A Revokable Trust has been set up by the Foundation with the Marine National Exchange Bank in Milwaukee, making the bank the recipient and custodian of all funds contributed in the Fund Drive. There will be interim investment as directed, and instructions will be issued by the Foundation from time to time allocating payment of funds to UWM for the School of Architecture, always for a specific purpose. Should the accumulated funds grow beyond expectations, or should there be signs that contributions will continue over the years, the Trust Fund, per document written by Attorney Gerald J. Rice, can continue into perpetuity.

First Donor

It has been interesting to learn that the first contribution for the Fund Drive was made not by an Architect but by an Electrical Consultant. The gentleman we wish to honor for his kind consideration, namely a contribution this year and two similar amounts in 1971 and 72, is Edward W. Wilke who is associated with the architectural firm of Miller & Waltz of Milwaukee. Mr. Wilke's purpose in contributing toward the School of Architecture he explained realistically as follows: "These young people studying at the new school will be the future architects who will provide work for consultants such as I, as well as other professionals, including the engineers. The school should be as important to them as it is to the architects."

Books for the School of Architecture

Coincidental with the Fund Drive is the Foundation's effort to provide books for the School of Architecture thru gifts from the libraries of Chapter members. To that end a reproduction of the Foundation's February article in this publication was circulated to all architectural offices in Wisconsin. The article gave details of how books are to be conveyed to the central library at UWM. It was accompanied by a sample of the Book Plate which will be affixed, by the UWM library, to the inner cover of all books contributed, showing the name of the donor and the date. An estimated valuation of books given for the School of Architecture will be sent by UWM to each donor, and the amount may be used for tax deductions. Please, gentlemen, act now!

Omissions

The name of the great architect Mies Vander Rohe who passed away last fall was inadvertently omitted from the list of individuals for whom memorial contributions were received by the Foundation during 1969. (February 1970 issue.) A memorial gift by Sheldon Segel, AIA, Milwaukee, was a tribute to his teacher and mentor at I.I.T. Note: In the same listing, name correction: Charles Neal Yoder.

In Memoriam

Wisconsin Architects Foundation offers sincere condolence to the family of Eugene Wasserman, AIA, Sheboygan, who passed away on March first. Mr. Wasserman served as a Director for three years, 1963-66.

Wisconsin Architects Foundation
4685 N. Wilshire Road
Milwaukee, Wis. 53211

Wisconsin Chapter of the American Institute of Architects 1970 Convention

Theme: 70 PLUS — *Lake Lawn Lodge, Delavan, Wisconsin*

Tuesday, May 5

8:00 to 5:00 Exhibitors' Set up Day–Ballroom
1:00 to 3:00 Exhibitors' registration–Woodlawn Room 420
3:00 to 5:00 North Central States Region, AIA Council Meeting–Tomahawk Room

Wednesday, May 6

8:00 to 11:00 Exhibitors' Set up–Ballroom
8:00 to 5:00 Registration–Ballroom
9:00 to 12:00 Wisconsin Chapter, AIA Executive Committee Meeting–Tomahawk Room
11:00 to 11:45 Exhibitors' Meeting–Big Pow Wow Room
12:00 to 2:00 *KEYNOTE LUNCHEON*
Subject: *"70 PLUS Breakthrough"*
Speaker: *Karel Yasko, FAIA*–Dining Room
2:00 to 4:00 *VIEWING OF EXHIBITS*–Ballroom
2:00 to 4:00 Women's Hospitality Lounge–Big Top Lounge
4:00 to 5:30 *SEMINAR I*
Subject: *"70 PLUS the Future"*
Speaker: *Louis de Moll, FAIA*
5:30 to 6:30 *VIEWING OF EXHIBITS (MEN ONLY)* Ballroom
7:00 to 8:00 Cocktails–Big Top Lounge
8:00 *MARDI GRAS CARNIVAL*
(Buffet dinner, entertainment, etc.)
Costume or casual dress–Big Top Lounge

Thursday, May 7

8:00 to 5:00 Registration–Ballroom
8:30 to 11:00 Annual Membership Meeting–Big Pow Wow Room
10:00 to 3:00 Women's Activities
11:00 to 2:30 *VIEWING OF EXHIBITS*
12:00 Walking Lunch–Ballroom
2:30 to 4:00 *SEMINAR II*
Subject: *"70 PLUS Success"*
Speaker: *Hamilton Beatty,* President of Austin Co., International–Big Pow Wow Room
4:00 to 6:30 *VIEWING OF EXHIBITS*–Ballroom
6:30 to 7:30 Cocktails–Big Top Lounge
7:30 *BANQUET*
Subject: *"70 PLUS People"*
Speaker: *Dr. Cleo Dawson, Ph.D.*–Dining Room

Friday, May 8

8:00 Dismantling of Exhibits–Ballroom
8:00 to 10:30 Registration–Woodlawn Room 420
8:00 to 10:30 *FRIENDSHIP BREAKFAST*
(Your choice of friends and place)
10:30 to 12:00 *SEMINAR III*
Subject: *"70 PLUS Direction"*
Speakers: *Prof. William Stumpf,* UW (Moderator) *D. C. Hegnes,* PPG, *Max Cardiff,* IBM Dir., Design and Engineering
10:30 to 12:00 Women's Hospitality Lounge–Big Top Lounge
12:30 to 2:00 *AWARDS LUNCHEON*–Dining Room
ADJOURNMENT OF CONVENTION

Louis de Moll, FAIA

Hamilton Beatty

Dr. Cleo Dawson

Louis de Moll, FAIA

Mr. de Moll is a partner in the Ballinger Company, Architects and Engineers of Philadelphia. He is in charge of design and the architectural department of this firm.

In 1949, Mr. de Moll graduated with honors from the University of Pennsylvania. He received the Arthur Brooke Gold Medal for Architectural design, the Thorton Oakley Medal for achievement in Creative Art; the Alumni Medal for overall excellence, the Medal of Excellence in Elements of Architecture; he was 2nd preliminary and Finalist in the International Paris Price Competition in 1949.

Mr. de Moll is registered in Pennsylvania and New Jersey. He is a member of the American Institute of Architects and was elected a Fellow in 1965. Mr. de Moll serves on numerous national AIA committees and was the National Delegate to the International Architectural Conference, Rio de Janeiro, Brazil, and Budapest, Hungary. Louis de Moll was guest design critic at the Syracuse University in 1966 and lecturer at the T-Square Club, Pennsylvania. He has published extensively and received over 12 architectural design awards. At present he is responsible for the supervision of the architectural work of 240 projects representing 350 million dollars in construction costs.

Hamilton Beatty

Hamilton Beatty is a native of Wisconsin and a graduate of the University of Wisconsin, from which he received a Bachelor of Arts degree in 1928, with sophomore, senior and thesis honors.

Mr. Beatty practiced architecture in Madison with the firm of Beatty and Strang for five years. He left the firm in 1940 to join The Austin Company at Detroit.

He was transferred to Austin's Cleveland District in 1942 and to the General Department in 1953. In 1958 he was named manager of sales development and the following year a vice president.

In 1962, he was elected managing director of the company's British subsidiary, Austin Engineers Builders Ltd., and in the same year he was elected president and directeur general of Austin-France S.A., predecessor to Austin-Europe S.A. He was elected vice president of Austin International Corporation in 1962 and president in 1966. He has also been a director of the parent company since 1963, and its vice president for International operations.

Throughout his career with The Austin Company, Mr. Beatty has been concerned with the planning and organization of a wide variety of industrial and commercial facilities. Factories and shopping centers throughout the United States reflect his design influence. His work on major industrial structures helped establish The Austin Company as a leader in the field of material handling design.

Mr. Beatty is a registered architect in 48 states and the District of Columbia and is certified by the National Council of Architectural Registration Boards.

He maintains residences in New York City and Cleveland, Ohio.

Dr. Cleo Dawson

Dr. Cleo Dawson is the product of two countries, born on a Texas cattle ranch so close to the Rio Grande, she has never known to which side she belongs. She spoke Spanish long before she did English and early began to specialize in psychology, language and human relations.

To her academic training she has added years of travel to study modern psychology trends of the peoples of the world. As a child having experienced privation, loneliness and often danger, she early came to grips with reality and began her search for the basic solution of the frustrations of human thinking. She has achieved a simple reality amidst the confusion of our modern world needs, a reality based on innate optimism, faith in the rightness of things and the joy of living.

Cleo Dawson is a product of five Universities; a speech graduate of the Baylor College of Expression; has a Bachelor's degree from Southern Methodist University, and her Master's and Doctorate from the University of Kentucky, where she spent ten years teaching. Finally a growing circle of demands upon her interests in psychology trends and world affairs drew her into the fields of writing and lecturing, which have taken her to many parts of the world. She is the author of the best seller, "She Came to the Valley," a novel of the Rio Grande and a new book on "How to Manage Women" will soon be published.

Photo credits: Dr. Cleo Dawson — Maurice, Chicago
Hamilton Beatty — Madison Geddes, Cleveland

Karel Yasko FAIA

Karel Yasko, FAIA

KAREL YASKO, Fellow, American Institute of Architects
Born: Yonkers, New York, October 31, 1911
Education: Charles E. Gorton High School, Yonkers, New York; Mercersburg Academy, Mercersburg, Pennsylvania; Yale University, School of Painting; Yale University, School of Architecture, Bachelor of Fine Arts in Architecture.

Professional Experience:

Assistant to Chairman, Art Department, College of William & Mary, Williamsburg, Virginia. (Also part time campus planner.)

Assistant Director, Baltimore Museum of Art.

Designer-draftsman—Baskerville & Son—Richmond, Virginia

Chief Draftsman — Mason & Hanger — New York
World War II Plants
Pulaski, Virginia
Baraboo, Wisconsin

Designer — E. I. DuPont de Nemours
Wilmington, Delaware

Partner — Foster & Yasko, Architects
Wausau, Wisconsin

State Architect — State of Wisconsin
Madison, Wisconsin

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General Services Adminstration
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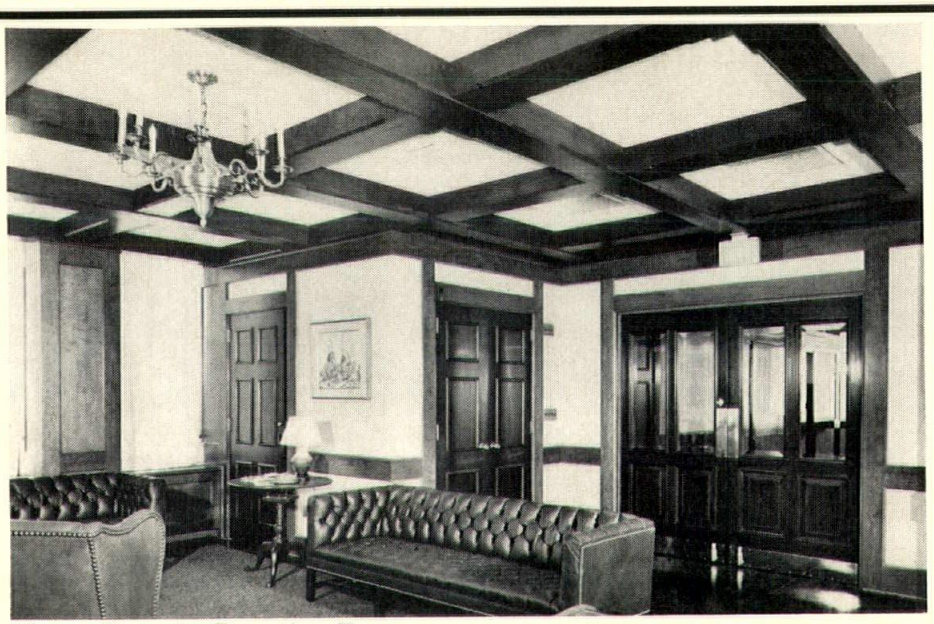

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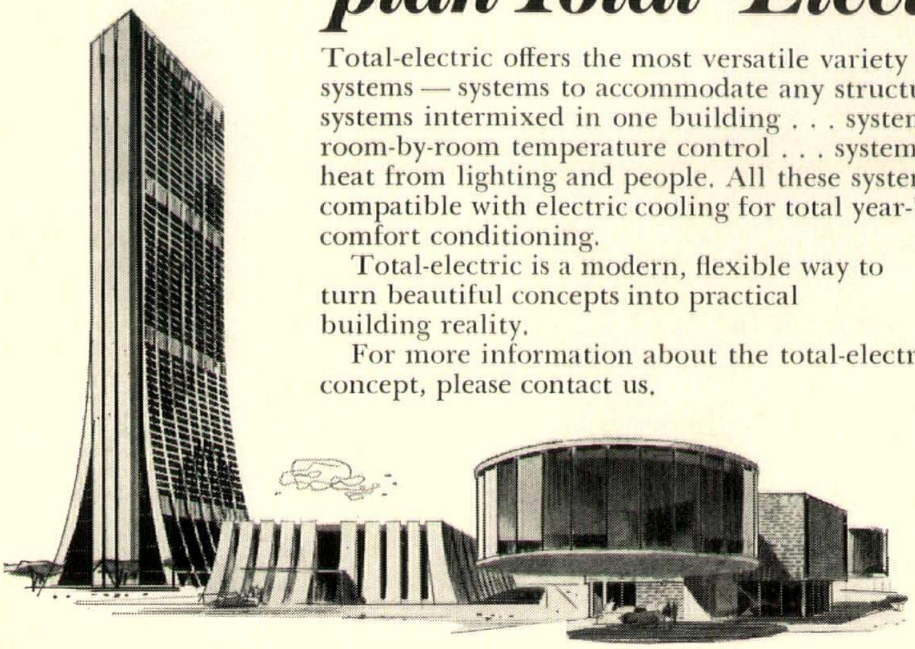

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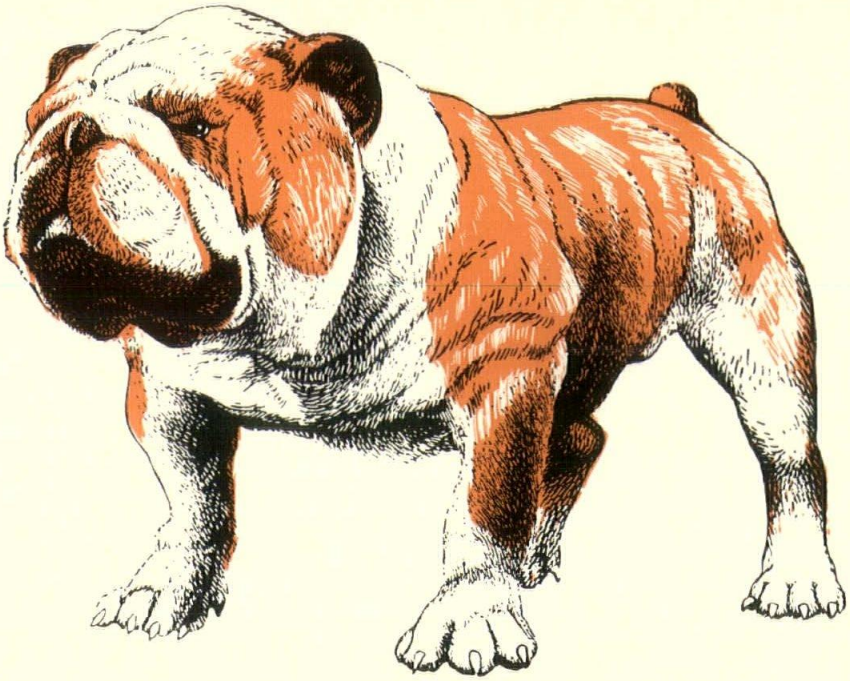

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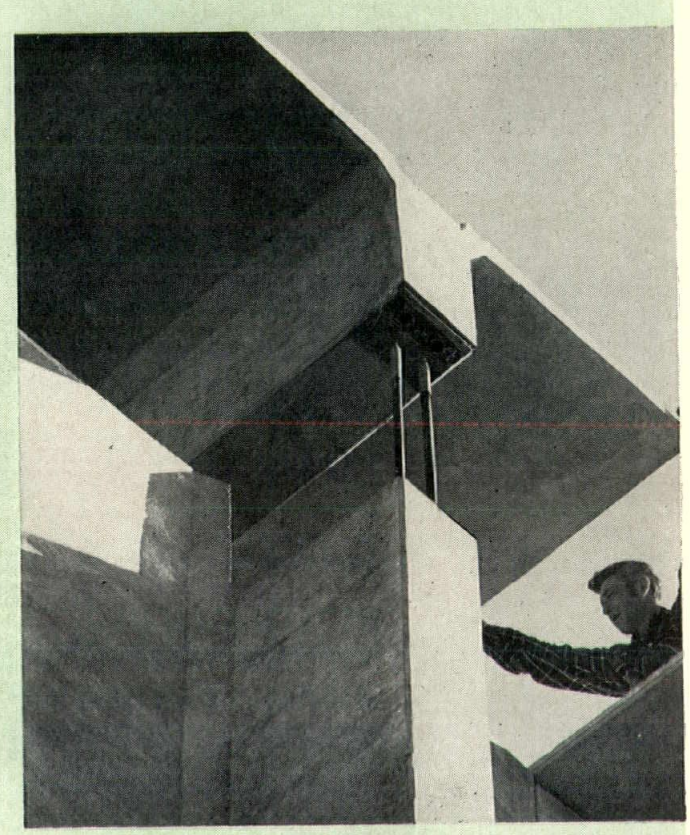

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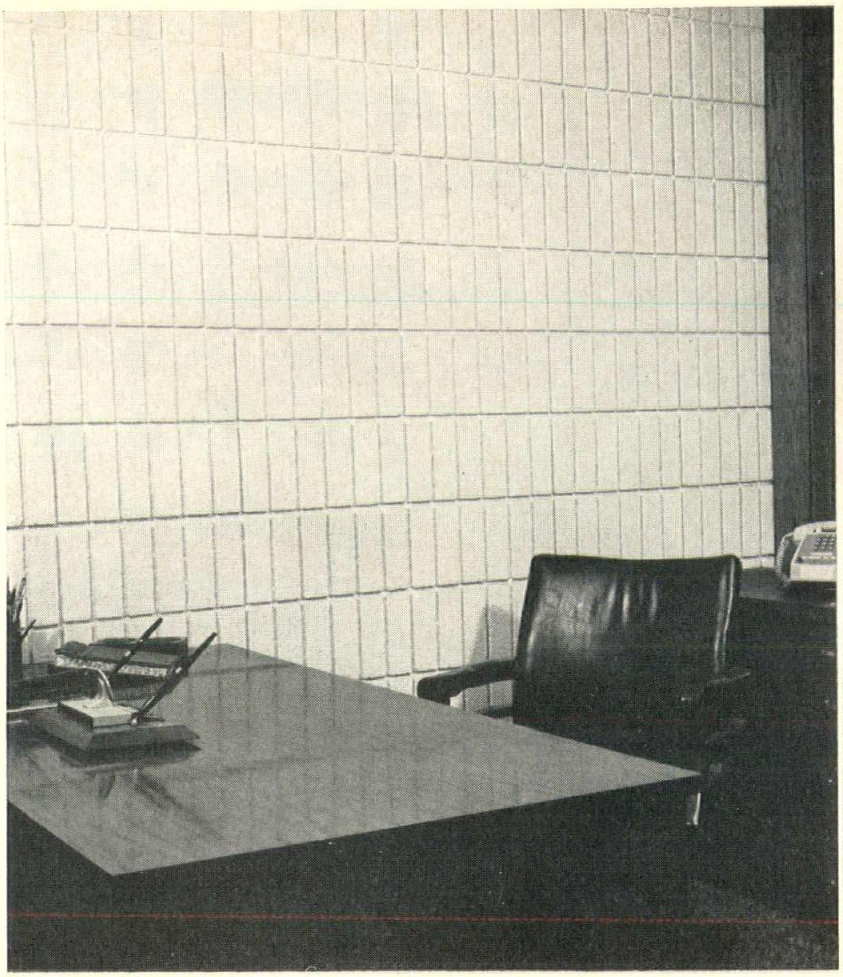

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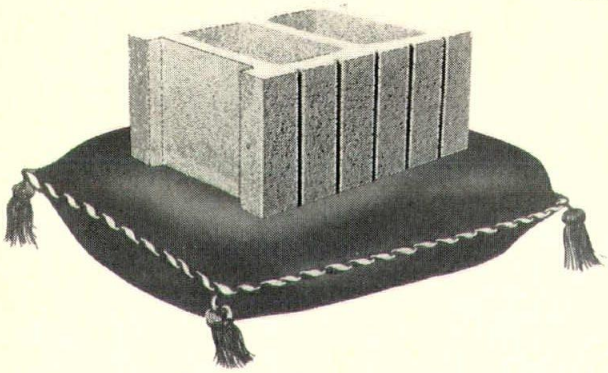

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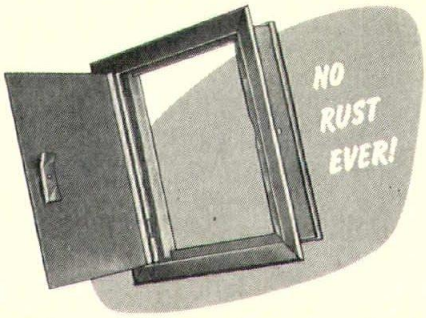

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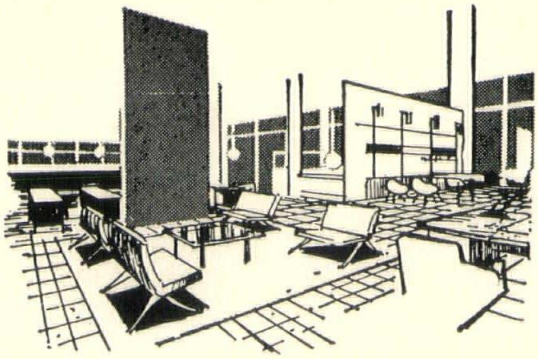

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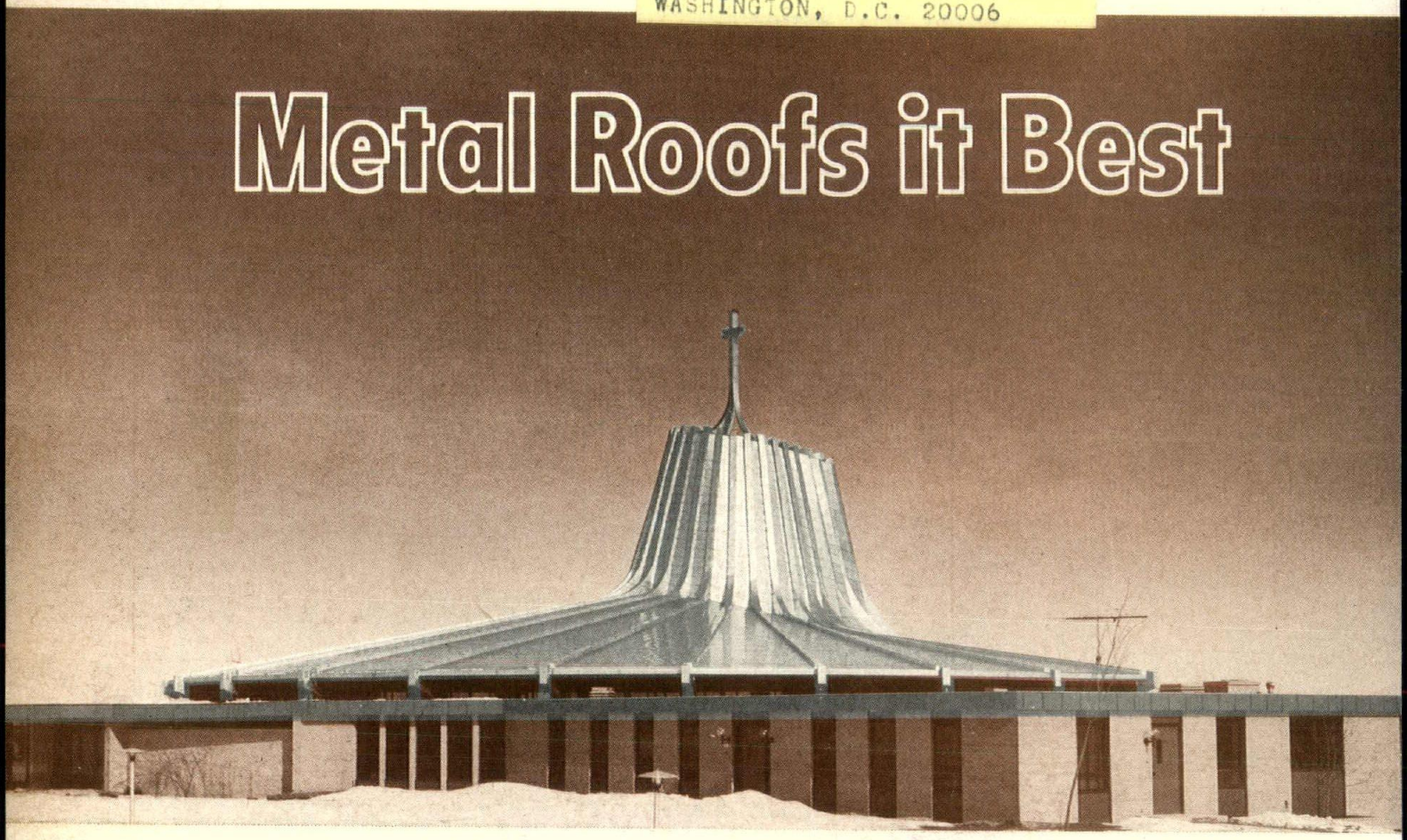

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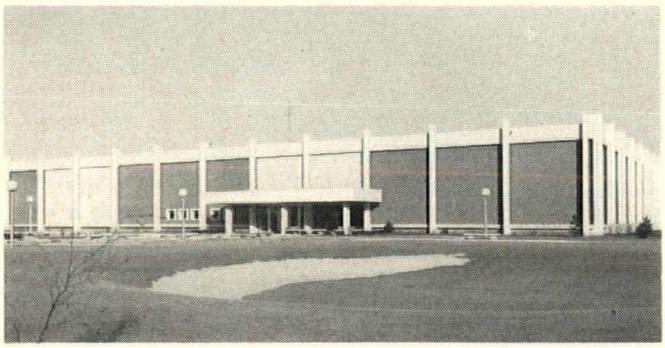
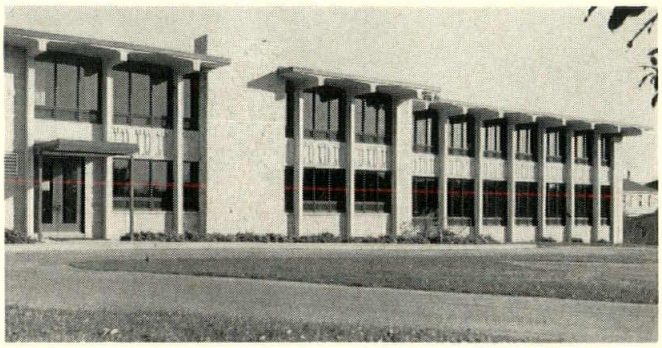


Architect: **Schutte-Mochon, Inc., Milwaukee**

Education Wing, First EUB Church, Milwaukee



Architect: **Architects III, Milwaukee**

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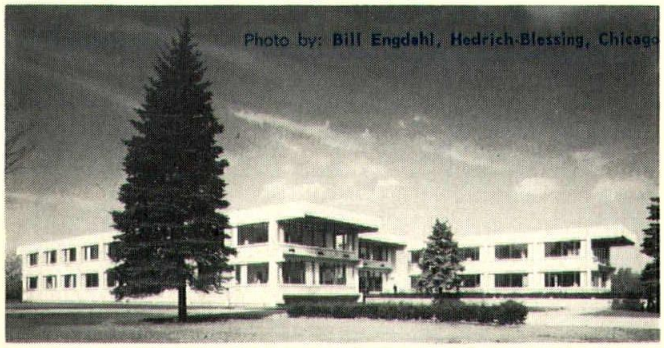

Architect: **The Perkins & Will Partnership, Chicago**

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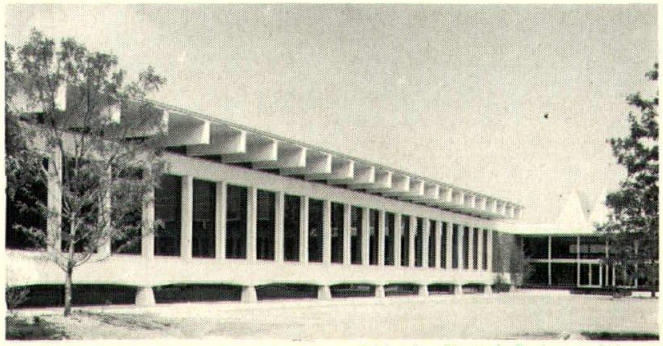

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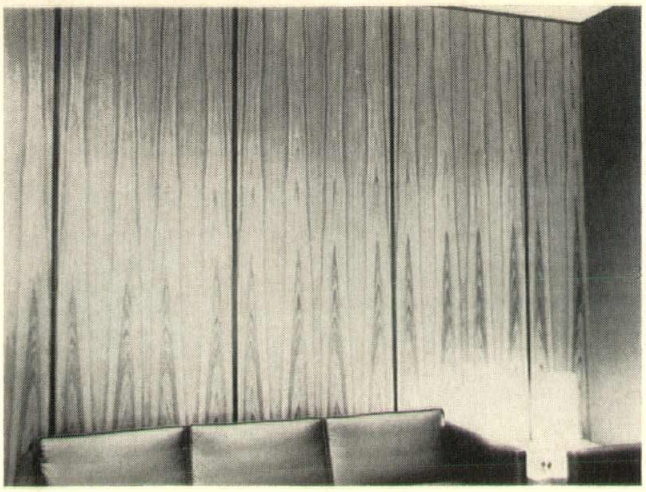

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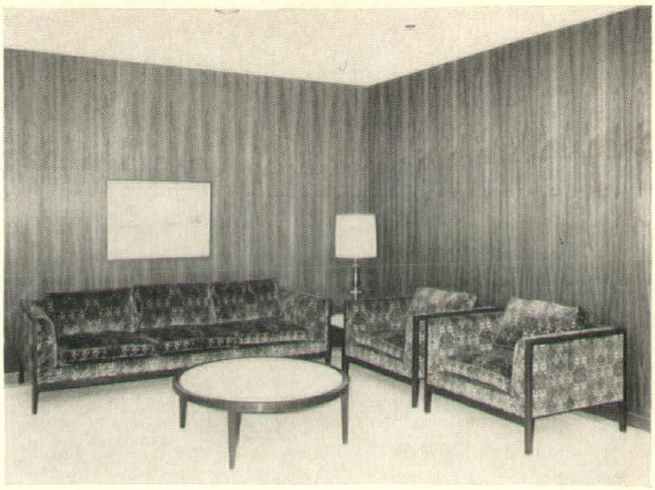

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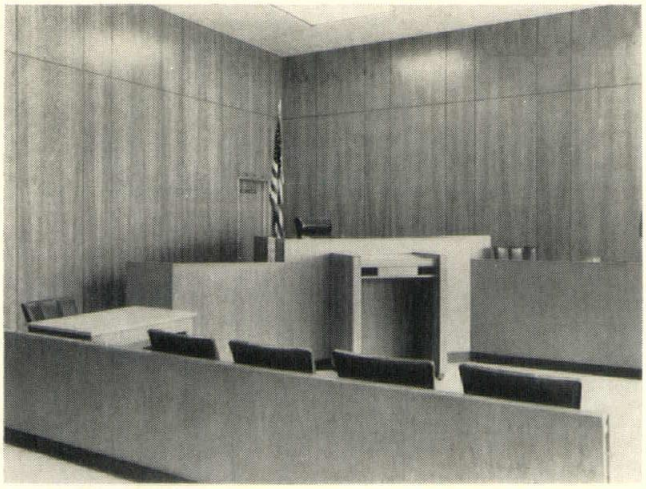

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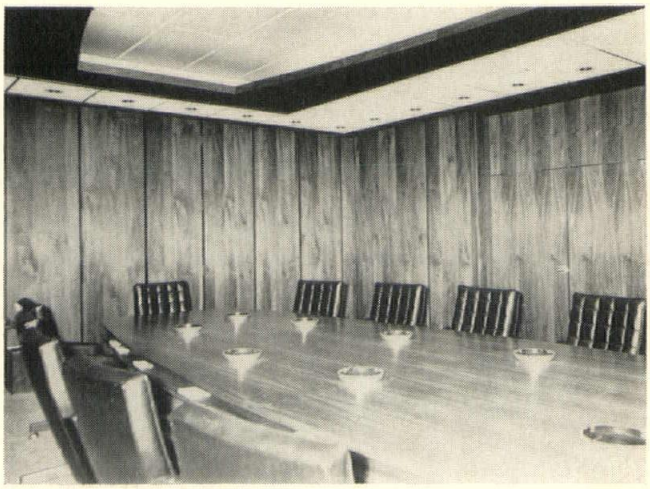

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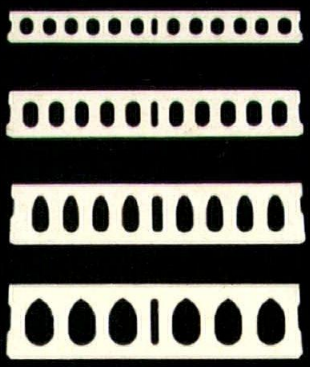

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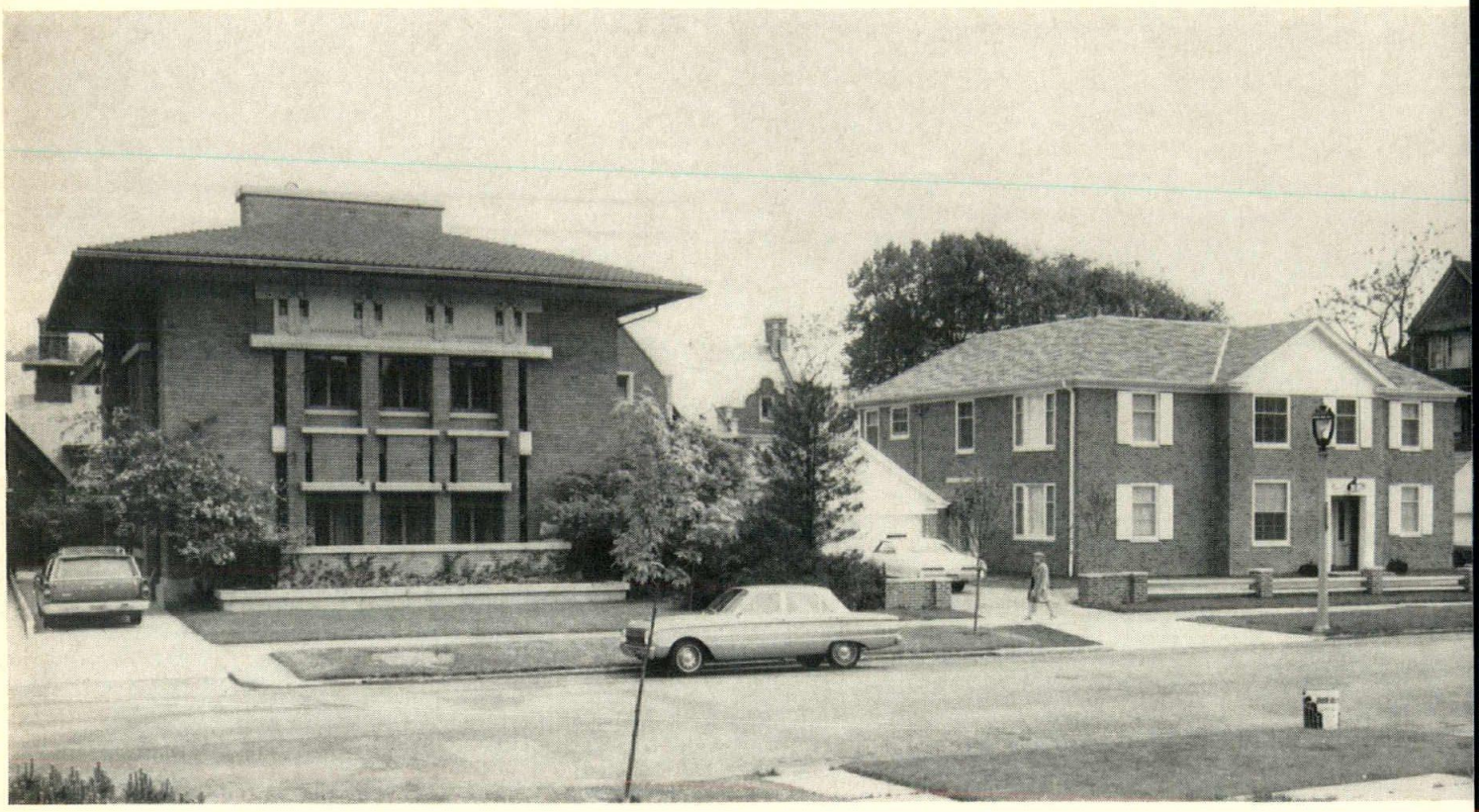
Any suggestions?



A truly rare occasion from any point of view is the possibility to observe an orchid and an onion side by side.

The F. C. Bogk house, described as the best of Frank Lloyd Wright's early buildings in Milwaukee County in the 1969 Milwaukee Historic American Buildings Survey and declare a landmark in 1968 by the Milwaukee Landmarks Commission, has an immediate neighbor seemingly worthy o some declaration. Any suggestions? Be our guest!

Speaking of landmarks, we here reprint with the permission of the author, Jack Waldheim, industrial designer and teacher at UWM, an open letter which appeared in the March 12th edition of the Mequon "Squire" regarding the proposed addition to Saarinen's County War Memorial at Milwaukee's Lakefront. Let us hear from you about this! Ed.

AN OPEN LETTER
TO OUR MEQUON NEIGHBOR,
MR. TRACY ATKINSON, WHO
INCIDENTALLY, IS DIRECTOR
OF THE MILWAUKEE
ART CENTER

Dear Tracy:

Can you name a contemporary painter who would have the egregious taste to tamper with Rembrandt's "The Night Watchman," Or a sculptor who would have the lack of historical perspective to add some appendage onto Michelangelo's "David"? Or a living architect who would be arrogant to build an addition on the Taj Mahal?

Should one irrational person attempt any of these acts, citizen activity would mushroom on all levels — aldermen to art critics, editors to educators, PTA's up to national policy.

A Surprise

Thus it becomes a surprise to learn there is actually a proposal to add an addition to Saarinen's unbelievably beautiful War Memorial, one of the few truly great and significant architectural achievements in Milwaukee.

As of this writing not a peep of protest has been heard. I want to peep. No! As of this writing not a whisper of protest has been heard. I want to shout!

The catalyst to this impending catastrophe is ironically th generous offer of a fabulous art collection valued at approximately $11,000,000.

Some citizens might be unaware of what a giant among men Saarinen was, or perhaps unaware that Milwaukee is blessed with perhaps one of his greatest works in the War Memorial.

Six Sided

They might be unaware that this building is a brave engineering feat, merged with bold sculptural concepts, designed to be viewed from all sides, aerially and from underneath. It is truly a six sided building? An addition in any direction — up, around or down — would be destruction of the totality of the Saarinen concept.

There is a rumor that the addition will be partially underground, with only the roof (acting as a promenade) showing. Thus, it is claimed, it will not detract from the building. Not having seen the sketches I do not know. Have you? If so, do you agree with me?

Continued page 1

Where we stand

ummary of Significant Public Policy Stands of he American Institute of Architects

ource: Resolutions adopted by AIA Chicago Convention — ne, 1969, plus testimony of AIA officials before Congress d statements by President Rex Whitaker Allen, FAIA, and illiam L. Slayton, Executive Vice President of AIA.

n Cities and Urban Policy

. Urged President Nixon to "reorder our national priorities" to give a "wholehearted commitment of will and money" to solve the problems that now make "urban life a dirty, difficult, and dangerous experience."

2. Backed New Towns and a National Urbanization Policy. Federal funds should be used to help cities and local government assemble land in order to beat speculation in housing sites. One hundred and ten new communities should be started inside older cities, at the fringe of growth, and in rural areas. A Federal planning staff should inventory land and other resources and direct population growth to places that can accommodate it.

3. Supported Model Cities concept and continuation of Urban Renewal but called for a much better job of relocating citizens and more attention to superior design to avoid mistakes of the past.

4. Urged a National Transportation Fund for balanced transportation. Government's concentration on Interstate Highway System and tiny appropriations to aid cities in building subway and bus alternatives is a mistake.

5. Asked that right of public to hearings and safeguarding of park lands be preserved in Interstate Highway System.

6. Advocated Design Teams of architects working with engineers, planners, landscape architects, and social scientists to review public projects. Such review is necessary to promote a valuable city life, said AIA.

7. Backed around 20 Community Design Centers now operating in the cities and urged architects to start additional ones, in some cases offering free help to persons who never before obtained expert advice.

8. Asked the Federal government to dispose of excess or surplus land only in conformance to a "sound" local plan.

n Housing

1. Warned the nation that its housing situation is "ominous" with less than half the needed new housing units being built. Called for full funding of the landmark Housing Act of 1968 and "the same national commitment for housing" that our country has made to place a man on the moon.

2. Asked Congress and the Administration to reconsider anti-inflationary measures and other restraints that helped price 50 percent of the American people out of the new housing market.

3. Encouraged the use of cost-cutting new technologies and insisted that industrialized housing can be well designed and land use improved.

4. Backed legislation to curb the power of construction unions to block use of new technologies.

5. Endorsed rent supplement program.

6. Suggested means of improving Turnkey program — construction of new units to be leased for low incomes.

7. Sought changes in Federal housing laws and local building codes to allow architects to experiment, producing better housing design. "Mediocrity is almost asked for by our housing laws . . ." charged AIA.

On Design

1. Told the nation the skills to produce a harmonious city are "well within our grasp" if the design profession, working with citizens, is allowed to function.

2. Advised government units that public architecture, including publicly-assisted housing, can be significantly upgraded to match the wealth and aspirations of the nation, becoming more useful to citizens and less damaging to the environment. Urged reform in procurement of architectural and engineering services.

3. Recommended Federal Fine Arts and Architectural Act.

On Providing a Habitat for Man

1. Asked for a National Pollution Abatement Authority with power to halt pollution and establish "true costs of development proposals." Agency would have powers similar to those of Federal Trade Commission.

2. Asked for a Joint Congressional Committee on the Environment to focus Congressional concerns in the manner of the Joint Economic Committee.

3. Urged lawsuits by private citizens, state and Federal government over such pollution cases as oil spills off California coast, strip mine erosion in Pennsylvania, contamination of Lake Erie. The newly appointed Council on Environmental Quality and the lawsuits "should make it clear to public and private polluters that property rights do not provide a basis for contaminating the environment."

4. Urged city planning commissioners and planning staffs to stop being mere passive review agencies and to become "entrepreneurial in terms of taking the lead in suggesting how areas should be developed and designed."

5. Backed wider use of Planned Unit Developments, clustering to conserve open space, and state development corporations with powers to acquire land and then sell or lease it to private developers following imaginative plans.

6. Backed the Redwood National Forest in California, a proposed Gulf States National Seashore, and protection of the periled freshwater Great Lakes.

7. Battled to save the waterfront of New Orleans' irreplaceable Vieux Carre from "irreparable harm" by an Interstate Highway link. Helped Department of Transportation (DOT) divert the freeway to another location.

8. Called for "more effective" ways to control billboard blight along U.S. highways.

9. Sought a master plan to protect Capitol Hill. Helped kill, for the present, expansion and changes in the historic West Front of the Capitol. AIA asked for a faithful preservation of the West Front walls and "noble terraces" and helped convince Congress to start a preservation study.

10. Asked for higher authorization funding levels for the Historic Properties Act of 1966, warning that numerous valuable buildings and sites are in danger of demolition. So far Congress has appropriated only $1,369,000 in grants-in-aid shared between 25 states and Puerto Rico, "obviously far short of state needs."

Overcoming Architectural Barriers

The New Wisconsin Law

By Russel R. Weisensel,
State Representative
To Wisconsin State Assembly

Recently, in a Wisconsin city, a disabled veteran stood on his metal canes in front of an old impressive business establishment and looked hopelessly up at the four tiers of stairs leading to its entrance.

Across town, a paraplegic rode his wheelchair next to the shopping center parking lot curb trying to find an opening to the sidewalk.

What do these people have in common?

They are physically handicapped and are trying to overcome architectural barriers!

Graphically illustrated by the preceding two examples, any person can appreciate the emotional and physical plight of the handicapped in his day to day battle against architectural barriers. But what is not known is that the number of physically handicapped Americans is estimated to be about twenty million.

For many years, the laws on the side of the handicapped persons were ambiguous, confusing and weak. Wisconsin was no exception. For that reason the battle against designed obstructions was brought to the floor of the Wisconsin Legislature by the introduction of Assembly Bill 30. As a result, this bill was passed into law as Chapter 207, Wisconsin Laws, 1969, and will go into effect July 1, 1970.

This new statute changes three things in present Wisconsin law. First, it definitely includes mercantile buildings in these structures which must have access to by the physically handicapped. Secondly, it provides that ingress and egress mean access to at least one floor on which business is conducted; and thirdly, it further provides that the handicapped must have access from a parking lot ancillary to a particular building or complex of buildings.

The changes incorporated in the law came about mainly by years of collective experience of handicapped persons overcoming inadequacies in the law prohibiting architectural barriers. The former law stated that if the front entrance or main entrance is not accessible by a wheelchair or a handicapped person, there should be a sign posted showing which entrance is to be used by the disabled. That section of the law was seldom followed or enforced; consequently, designed barriers flourished.

The former law was also ambiguous as it related to mercantile buildings. In checking with the legislative authors of the 1963 law and some of the people who served on the committee at that time, it was discovered that the legislative intent was not clear as to whether or not the law included or excluded mercantile buildings. The wording of the statute permitted conflicting interpretations. Consultations with the Wisconsin department of industry, labor and human relations and then with the state department of justice did not resolve the confusion.

To clarify this situation, the present law now provides that:

"Any place of employment or public building, the construction of which is commenced after July 1, 1970, shall be so designed and constructed as to provide reasonable means of ingress and egress by the physically handicapped. . . ." The law then lists some exceptions.

Access to The Main Floor

Getting to the entrance of the building may be only part of the battle for the physically handicapped if the main business is conducted on another floor or level. For example at one time there was a restaurant in Madison which had sloping ramps to the front entrance. But once inside the building, a person had to climb twelve steps up to the restaurant level or eight steps down to the business-meeting level.

Thus, the new statute provides that ingress and egress mean access to at least one floor on which the primary business of such building is located.

Access from The Parking Lot

The third feared architectural barrier which faces the physically handicapped is getting from the parking lot to th building. The new law intends to eliminate this barrier. It states:

"Any place of employment or public building . . . the initial construction of which is commenced after July 1, 1970, shall be so designed and contructed to allow physically handicapped persons reasonable means of acce from a parking lot, if any, ancillary to such buildings and reasonable means of ingress and egress to at least one floo on which the primary business of such building is located.

This new provision also came about by reason of personal experiences of handicapped individuals. Some typical offenders in this area were parking lots for new shopping centers or for governmental office buildings, which had eigh to ten inch curbs which the handicapped had to overcome. Now such parking lots will have to be constructed to permit easy access to the building.

Congressional Action

There is a growing national awareness of the struggle for barrier free architecture. The new Wisconsin law is in keeping with this trend and with recent Congressional actio In 1968, Congress enacted a law providing that all new federally-owned or aided buildings (except housing with les than three units) have easy access for persons in wheelchair and with other limitations. Ramps so stairs can be bridged, larger elevators, and handrails in lavatories are among features now required. Forty-five states have similar laws.

AIA Activity

In addition to the actions of the Wisconsin legislature an the Congress, in the fall of 1969 AIA held ten regional workshops to stimulate design or renovation of buildings so that they are accessible to the handicapped. These worksho were conducted under a $80,780 grant from the U.S. Department of Health, Education and Welfare.

Cost

An AIA spokesman has stated that when barrier-free provisions are included, cost studies reveal it only adds one-tenth to one-fifth of one percent to the total constructio Around ten percent of the U.S. population or twenty millio Americans have some disability which prevent them from using buildings designed for the physically fit, estimates the

ational Commission on Architectural Barriers. Traffic cidents, war injuries, babies born with physical defects and creased lifespan for older Americans help account for the owing number of handicapped persons, the commission id. Even a woman in her late stages of pregnancy could be nsidered to be physically handicapped in that she is not ambulatory as the average citizen.

In many instances, the architectural barriers were simply matter of a thoughtless oversight — due to a lack of ducation and understanding of the problem. One AIA okesman stated that the architect should realize that access a building is a fundamental part of the design rather than afterthought.

With the new Wisconsin law combined with AIA's ntinued educational programs, real progres can now be ade in this area to eliminate architectural barriers.

ditor's Note: The new Wisconsin law, Sec. 101.305 Visconsin Statutes, in its entirety as changed by Chapter 07, Laws of 1969, is as follows:

EC. 101.305 PUBLIC BUILDING EQUIREMENT; APPROVALS

101.305 (1) (a) Any place of employment or public uilding, the initial construction of which is commenced after uly 1, 1970, shall be so designed and constructed as to rovide reasonable means of ingress and egress by the hysically handicapped with the exception of:

1. Apartment houses with less than 20 units, row houses nd rooming houses;
2. Convents and monasteries;
3. Jails or other places of detention;
4. Garages, hangars and boathouses;
5. All buildings classified as hazardous occupancies;
6. Warehouses; and
7. State buildings specifically built for field service urposes such as but not limited to conservation fire towers, sh hatcheries, tree nursery buildings.
8. University residence halls at universities which have t least 3 residence halls for men and 3 residence halls for omen so constructed as to allow physically handicapped ersons reasonable means of ingress and egress to such uildings.

(b) The requirements of par. (a) may be accomplished by t least one ground or street level entrance and exit without teps, by ramps with slopes not more than one foot of rise 12 feet, coated with a nonskid surface, or by elevator or ch other arrangement as may be reasonably appropriate nder the circumstances and which meets with the approval f the department of industry, labor and human relations or lieu thereof with the approval of the municipality wherein e building is located. The doors of such entrance and exit ust have a clear opening of at least 40 inches in width and all otherwise conform to the department of industry, labor nd human relations building code.

(c) If any ground or street level entrance or exit is not o designed or constructed a sign shall be placed at such entrance or exit indicating the location of the entrance or exit available for wheelchair service.

101.305 (2) Any place of employment or public building subject to sub. (1) (a), the initial construction of which is commenced after July 1, 1970, shall be so designed and constructed to allow physically handicapped persons reasonable means of access from a parking lot, if any, ancillary to such buildings and reasonable means of ingress and egress to at least one floor on which the primary business of such building is located.

101.35 (3) The owner of any building who fails to meet the requirements of this section may be required to reconstruct the same by mandatory injunction in a circuit court suit brought by any interested person. Such persons shall be reimbursed, if successful, for all costs and disbursements plus such actual attorney fees as may be allowed by the court.

Representative Russel R. Weisensel (R-Dane County 4th) is a farmer by occupation, and he has been a paraplegic since 1961, due to a farm accident. He was elected to the Wisconsin State Assembly in 1966 and re-elected in 1968. In the latter year, he was named Wisconsin's Handicapped Person of The Year. He is presently a member of the Assembly Agriculture, Taxation, and Joint Survey on Tax Exemption Committees.

Eugene Wasserman Dies

Eugene Wasserman, president of the architectural firm of Eugene Wasserman and Associates of Sheboygan, died unexpectedly in March of this year at the age of fifty-five. Mr. Wasserman left behind him the legacy of a very distinguished career in architecture.

While Mr. Wasserman's architectural work of the last decade is highlighted with the designing of 11 university and college dormitories in the midwest and south, his greatest achievement in the architectural field was winning the Paris prize 30 years ago.

The Paris prize, awarded for solving a design problem at the international level, is considered the highest award in architecture.

In winning this award, after placing second in 1939, Mr. Wasserman qualified for entry into the advanced class of the Ecole Des Beaux Arts. The award is given by Beaux Arts Institute of Design.

Unable to make the trip he had won to study in Europe (because of the war), he was granted a $5,000 cash award for international travel.

The same year he won the Paris award, Mr. Wasserman was a finalist for the Rome prize and the LeBrun award.

In earlier years, Mr. Wasserman was a teacher of architecture in two universities.

Mr. Wasserman's Sheboygan architectural projects within the last year include designing the new John Michael Kohler Arts Center; the low-rent housing project for the elderly, the eight-story building under construction at N. 9th and Center; the unique contemporary-designed home of Atty. Jacob Fessler on the lakeshore north of the city, and an eight-story high rise nursing education building in Oshkosh.

During his 19 years as a Sheboygan architect, he won many recognitions for residential and business structures. In 1952, he was cited by the Wisconsin Architect's Association as winner in residential division for plans of the Atty. David Rabinovitz home on Evergreen Parkway.

University Dormitories

Since beginning his architectural practice in Sheboygan in 1951, he designed 11 privately-owned dormitories in the midwest and south, the largest at the University of Illinois which quarters 780 students. Other notable ones include Lowell Hall, a quarter-million dollar girls dormitory at the University of Wisconsin in Madison, and Lewis and Clark Residence Hall at University of Missouri.

Lewis and Clark Residence Center, Columbus, Missouri

A member of the American Institute of Architects, Mr. Wasserman served as secretary-treasurer of its northeast division in 1954 and vice president in 1956. He served on its nominating committee in 1957-58, on its noteworthy building committee in 1959, and as chairman of its advertising fund committee in 1960.

In service to the Wisconsin Chapter of AIA, he headed a special committee on fee scheduling from 1955-57, and served on various other committees. He was elected to its board of directors in 1961.

His affiliations include the Gargoyle Honor Society (an architectural equivalent to Phi Beta Kappa) while at the University of Illinois, and membership in the Sheboygan Lions Club.

He was a member of Beth El Congregation.

Mr. Wasserman served on many local committees for judging high school art contests.

Milwaukee Native

A native of Milwaukee, he was born Jan. 1, 1915, a son of Mrs. Joseph (Elizabeth Wasserman) Bensman and the late Alan L. Wasserman.

He came to Sheboygan with his family as a boy, attended public grade school and graduated from Sheboygan High School in 1931.

He went on to study architecture at the University of Illinois where he received his bachelor of science degree in 1937 and master of science in 1939. He was an instructor in architecture at U of I from 1938-39, and was admitted to architecture practice in Illinois in 1939.

From 1939-41, he served as assistant professor of architecture at Kansas State College, and during those years he was associated with the architectural firm of Floyd Wolfenbarger in Manhattan, Kan.

He was employed by the U.S. Army Corps of Engineers at Fort Belvoir, Va., in 1941.

He spent the next four years in the U.S. Navy where he became a lieutenant and served as officer-in-charge of the engineering department at the USN Development Center in 1945-46.

In 1945 he was admitted to the practice of architecture in Wisconsin, but during the next six years, Mr. Wasserman was an associate professor of architecture at the University of Pennsylvania. There he was in charge of intermediate architectural design (junior class).

From 1945-51, he was associated with the firm of Thalheimer and Weitz, Philadelphia, in charge of design. He was admitted to the practice of architecture in Pennsylvania in 1947.

He traveled throughout the United States, Mexico and Europe in 1947-48 on a 10-month architectural fellowship.

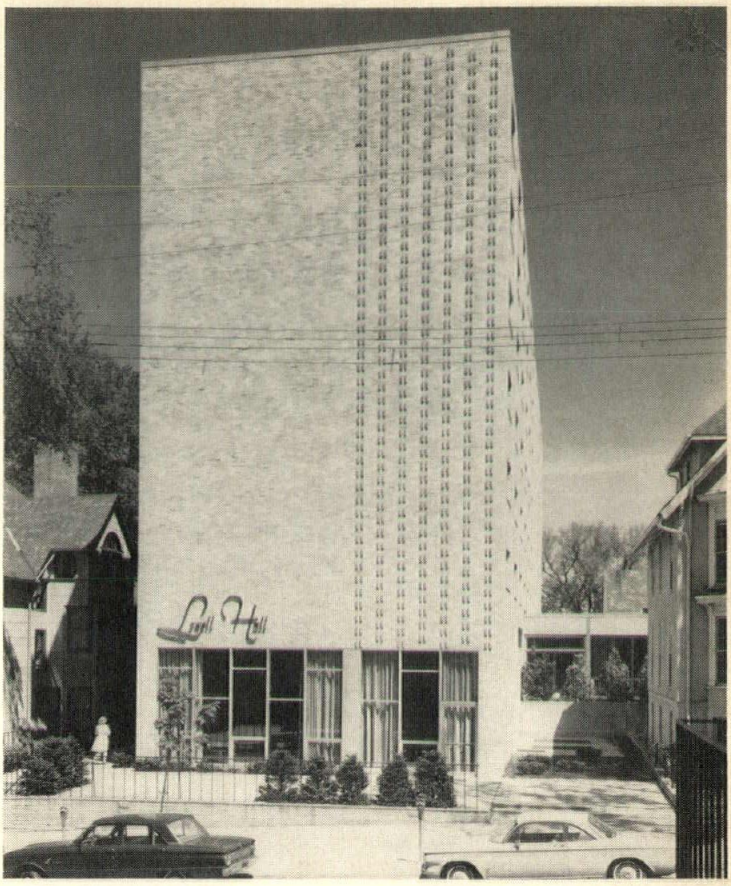
Mr. Wasserman opened his architectural practice in Sheboygan in 1951.

He was licensed to practice in Wisconsin, Illinois, Missouri, Ohio, Indiana and Texas.

Among his many awards, he received the National Council Architectural Registration Boards certificate in 1963.

Eugene Wasserman is survived by his mother; his wife Sylvia, a lawyer; his son Louis, a sophomore in Architecture at the University of Illinois and his daughter Barbara, a graphic designer.

Visconsin Hall



Roman Bretz Home, Sheboygan, Wisconsin

Lowell Hall, Madison, Wisconsin

Bromley Hall Dormitory, Athens, Ohio

waf

By Allen J. Strang, FAIA, President

Annual Report

It is my privilege as President of Wisconsin Architects Foundation to bring to you members of the Wisconsin Chapter A.I.A., which created this supporting body, a report of its activities in summary during the past year.

Let me first refresh your memories as to the purposes of the Foundation from whose Articles of Organization, dated May 9, 1953, I quote: "to be exclusively scientific, educational and benevolent; to receive gifts, grants and donations to be used for aesthetic, scientific and practical efficiency of the profession of architecture, and to raise the living standards of people through their improved environment; also to advance the standards of architectural education, training and practice; and to provide for architectural scholarships and fellowships for worthy persons."

In the intervening seventeen years since eight of our peers signed this document, it seems to me that our aim has been kept steadily "on target." Forty of our fellow Wisconsin Architects who, as members of the Foundation at one time or another over the past seventeen years, have devoted long hours to bring the Foundation's activities to more meaningful levels each year. And they and many more both inside and outside the profession have generously contributed funds to support the Foundation's programs for Tuition Grants to Wisconsin students, AIA-ACSA summer seminars for teachers of architecture, and awards in the related arts, also contributions toward expenses of Student Chapter AIA members attending conferences in Michigan and Texas.

Primary, of course, has been our objective to aid in the establishment of a School of Architecture in Wisconsin, and this having been accomplished at UW-Milwaukee, to lend continuing assistance to this fountainhead of our profession, morally, physically, and financially.

I see the Foundation as being on the threshold of its usefulness. The School begins its third year this fall under the dedicated leadership of Dean John W. Wade, assisted by what promises to be a vigorous and able faculty. The student enrollment exceeds our greatest expectations, both in number and quality. They will soon be moving into more adequate space on the main campus. And, significantly, Dean Wade states that the students themselves to a large extent accomplished this move by diplomatically stating their case to the Chancellor. Exciting new projects are in progress at the School which show promise for rich rewards to the students in meaningful education. The curriculum is "Now" oriented.

As you all know, the Foundation is in the early stages of a campaign to obtain funds to give continuing assistance to the School. Roger Herbst, as chairman, assisted by an able group of leaders in the Chapter, is laying the groundwork for solicitation, not only of our members, but of the related professions, the building industry, and others interested in seeing that Wisconsin develops one of the leading Architectural Schools in the Country. We as Architects must set the example for our friends who are being asked to support us, by giving our time where it is needed; our money, even though it is short; our professional books where they can be spared for the School Library; and in addition, our moral support and enthusiasm.

The primary efforts of the Board of Directors during the past year have been directed toward the organization and implementation of the fund drive. Roger Herbst, long identified with the work of the Foundation as former President, consented to head this drive. He has selected as his assistants: Francis J. Rose, Chapter Membership; Fitzhugh Scott, Special Gifts; Joseph Flad, Organizations Associated with the Profession. The firm of Robert Maercklein of Milwaukee was selected as the professional consultant to aid the Board and the committee members in the drive.

The Foundation is currently assembling information to aid us in the establishment of a Scholarship Program for students attending the School of Architecture, UWM. It should be pointed out that 80 Wisconsin students were provided Tuition Grants from 1954 to 1970 totalling $35,325.

A few figures from our Financial Statement might be of special interest to you: (May 1, 1969-May 1, 1970)

Cash on Hand 5/1/69			*$ 3,899.9*
Membership Contributions	*$ 2,391.00*		
Membership Memorials	*1,040.00*	*$ 3,431.00*	
*Outside Contributions**	*3,702.20**		
Outside Memorials	*1,077.00*	*4,779.20*	
Interest from Investments		*1,031.94*	
TOTAL INCOME 5/1/69-5/1/70			*9,242.1*
TOTAL REVENUE			*$13,142.0*
DISBURSEMENTS 5/1/69-5/1/70			*$12,359.6*
(Incl. $3,500 invested in S&L and $2,969.23 re Fund Drive)			
BALANCE — Cash in Bank 5/1/70			*$ 782.4*
CAPITAL INVESTMENT			*21,200.0*
TOTAL CURRENT ASSETS			*$21,982.4*

** Incl. Best Block Co. 6th annual contribution of $1,000 & Shepherd Block "royalties" $1,452.20.*

It might be mentioned here: $3,000 invested of WAL-Milwaukee contributions was converted to cash in 1969 at their request. The entire amount was presented by WAL-Milwaukee to the School of Architecture for a library of slides.

The current Board of Directors, in addition to myself, consists of Harry Bogner, E. William Johnson, Julius Sandstedt, William P. Wenzler, Fitzhugh Scott, Ralph Kloppenburg, Lawrence Bray and Clinton Mochon. Former Presidents, Roger M. Herbst, Francis J. Rose, Frederick J. Schweitzer, and Sheldon Segel serve as advisors. Retiring from the Board at our annual meeting later in May are Ralph Kloppenburg, completing two 3-year terms, and William Johnson a 3-year term. Proposed replacement for these members are George Schuett and Charles Haeuser, both of Milwaukee. In behalf of the Board, I would like to thank the two retiring board members sincerely for their service to the Foundation.

No annual report of Wisconsin Architects Foundation would be complete without the expression of our appreciation for the tireless services of Dorothy Schweitzer as our Executive Secretary. Such words seem trite, but the fact is that the magnitude of her contribution is beyond measure. I have had my first opportunity this past year as President to observe the great devotion Dorothy has shown to the Foundation and its objectives.

ARCHITECT-ENGINEER SELECTION BILL INTRODUCED BY CONGRESSMAN BROOKS

The first step in promoting adoption of this legislation is to have it favorably recommended by the House Government Committee. Contact Congressman Henry S. Reuss, Wisconsin Member of this Committee.

"Federal buildings and other structures must be of the ighest quality and most efficient design," Congressman ack Brooks (D-Texas) declared when he introduced egislation providing for the broadest competitive selection f architect-engineers on the basis of proven capability.

"Design costs are only a minor percentage of the overall ost of construction (not more than 6 percent of estimated onstruction cost under present statutory limitations)," Brooks explained. "Yet, if design is poor, construction and aintenance costs can be unnecessarily high and the tructure may be inefficient to use over a period f many decades.

"In the years to come," the Congressman emphasized, billions of dollars in construction will be undertaken by he Federal Government. Thousands of architect-engineers vill be required to develop the plans and specifications o bring these structures into reality. We must do vhatever we can to obtain the highest quality, the most fficient and effective architect-engineer services at he lowest reasonable cost.

"The commitment to design a complex building is lifferent from purchasing pencils and paper clips," Brooks noted. "Architects and engineers design buildings nd structures after they get a contract for the work, and ot before. This means that getting the best possible lesign and specifications depends upon the selection of he architect-engineers of proven capability with the highest ualifications who are also willing to undertake contracts t fair, reasonable, and justifiable prices to the Government."

Under the Brooks bill, the Government agencies equiring architect or engineering services would invite all nterested architect-engineers to submit data as to their ualifications and performance. The agency head would hen rank those architect-engineers submitting this data ccording to their qualifications to undertake the particular design contract then under consideration.

The agency head would then negotiate with the highest ualified architect-engineer and, assuming a fair and easonable price can be agreed upon, award a contract o him. If such an agreement on price cannot be negotiated, the next most qualified architect-engineer would then be afforded the opportunity to negotiate a contract, and so on until a contract was let.

This approach, which many Federal agencies have used effectively for many years, discourages the award of design contracts to lesser qualified individuals simply because they might quote a slightly lower fee, as well as architect-engineers who might quote a lower fee to obtain the contract, then cut corners in their design work to make up the loss.

Brooks emphasized, "This proposal that I have introduced would provide the Government with the highest quality architect-engineer services and also assure the broadest possible competition among architects and engineers for Government contracts. Members of these professions would compete on the basis that reflects the best interests of the Government — their qualifications.

"Federal laws limiting the contract price to be paid architect engineers to 6 percent of the estimated cost of the construction would remain in force as an additional protection to the public," Brooks stated.

The text of the bill follows:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Federal Property and Administrative Services Act of 1949 (40 U.S.C. 471 et seq.) is amended by adding at the end thereof the following new title:

"TITLE IX — SELECTION OF ARCHITECTS AND ENGINEERS

"Definitions

"Section 901. As used in this title—

"(1) The term 'firm' means any individual, firm, partnership, corporation, association or other legal entity permitted by law to practice the professions of architecture or engineering.

"(2) The term 'agency head' means the Secretary, Administrator or head of a department, agency or bureau of the Federal Government.

"(3) The term 'professional services' includes those of an architectural or engineering nature as well as incidental services that members of these professions and those in their employ may logically or justifiably perform.

"Policy

"Section 902. The Congress hereby declares it to be the policy of the Federal Government to negotiate contracts for professional services on the basis of demonstrated competence and qualification for the type of professional services required and at fair and reasonable prices.

"Requests for Data on Professional Service

"Section 903. In the procurement of professional services the agency head shall invite firms engaged in the lawful practice of their profession to submit, in accordance with the terms of the invitation, a statement of qualifications and performance data. The agency head inviting such proposals shall evaluate the submissions received and shall select therefrom, in order of preference, no less than three of the firms deemed to be most highly qualified to provide the services required.

"Negotiation of Contracts for Services

"Sec. 904. (a) The agency head shall negotiate with the highest qualified firm for a contract for such professional services at a fee which the agency head determines is fair and reasonable to the Government. In making such determination, the agency head shall take into account the estimated value of the services to

Continued page 14

Architect-Engineer Selection Bill

Continued from page 13

be rendered, the scope, complexity, and professional nature thereof.

"(b) Should the agency head be unable to negotiate a satisfactory contract with the firm considered to be the most qualified, at a price he determines to be fair and reasonable to the Government, negotiations with that firm should be formally terminated. The agency head should then undertake negotiations with the second most qualified firm. Failing accord with the second most qualified firm, the agency head should terminate negotiations. The agency head should then undertake negotiations with the third most qualified firm.

"(c) Should the agency head be unable to negotiate a satisfactory contract with any of the qualified firms, he shall, in his discretion, either select additional firms in order of their competence and qualifications, or reissue a new request for proposals."

newsnotes

AIA Advertising Campaign Wins Top National Honors

The advertising campaign of The American Institute of Architects has been selected as one of the national winners in the public service category in the 18th Annual Advertising Award Program conducted by SATURDAY REVIEW magazine. The announcement was made in the April 11th issue of the publication in a major feature titled "A Second Wind for Institutional Advertising."

AIA's advertising program was recognized as one of 12 national campaigns which were selected by ballot as the outstanding ones in the nation.

Department of Administration 1 West Wilson Street Madison, Wisconsin 53702

John B. Hipp has been appointed Director of the State Bureau of Capital Development, the Department of Administration announced on April 29, 1970.

Hipp was appointed from the certified list of the top three finishers in a civil service examination which followed nation-wide recruitment for applicants for the position. He has served as Acting Director of the State Bureau of Capital Development since the bureau was established in September of 1969 to supervise the construction of all State building projects of $500,000 and more. Formerly, he had been a coordinating architect in the State Bureau of Engineering since 1967.

Hipp, 44, is a registered architect in Wisconsin and four other states. He, his wife and their three children live at 153 Nautilus Drive, Madison.

AIA's Headquarters Design Approved

William L. Slayton, Executive Vice President of The American Institute of Architects, today announced that the design of AIA's new, national headquarters building has been approved by the Fine Arts Commission and the Institute's Board of Directors.

Final approval was secured from the Commission in Washington and from the AIA Board. "We shall move ahead as quickly as possible," he said, "and hope to begin construction in late Fall."

To be erected on the site of AIA's current office building at 1735 New York Ave., N.W., and the AIA-owned Lemon Building which adjoins the property, the new headquarters was designed by The Architects' Collaborative, the Cambridge, Mass., architectural firm founded by the late Walter Gropius, FAIA. Norman C. Fletcher, FAIA, is serving as principal-in-charge.

The seven-story, 130,000 square-foot building will curve around historic Octagon House, the renovated National Historic Landmark owned by the Institute. The buildings will share a common, landscaped garden. Fine Arts Commissioner Gordon Bunshaft, FAIA, termed the $6.8 million design "wonderful."

Approval followed a six-year effort by AIA to design a building which would meet the needs of the 24,200-member expanding national professional society. Previous designs by other architects had been rejected by the Commission.

"We are extremely pleased with Mr. Fletcher's ingenious and very handsome design," said Max O. Urbahn, FAIA, New York City, Chairman of the AIA Headquarters Committee. Institute President Rex Whitaker Allen, FAIA, of San Francisco, commented, "The building will stand as a symbol of the creative genius of our time, while complementing, protecting, and preserving a cherished symbol of another time, the historic Octagon House and its garden."

Any Suggestions?

Continued from page 6

Do you believe art can best be served and shown in basements as you now are forced to exhibit a great part of your collections?

Do you think there is a danger that this soaring building will look like something about to take off that has not yet reached the end of a runway?

Do you think Saarinen would approve of the addition, keeping in mind that he had envisioned a totally separate, but spatially related building for the Art Center?

And thrown into the pot, not to suggest answers but rather stimulate imaginative new approaches, I ask:

Using Mrs. Bradley's wonderful gift and financial architectural grant, why not have a drive to build your own building, thus literally and figuratively taking Milwaukee art out of the basement? Why not contact the War Memorial Board to explore your converting the whole building into a gallery and sculptural courtyard, and building a great new efficient office type building for all the tenants of the building?

Should the new art center, in its own building, be located along the river between the performing art center and the historical society building, thus making a true cultural center? I don't know.

Tracy, your responsibility to the community must override any expeditious solutions, for all carpenters aren't Christ, all painters aren't Rembrandts, all sculptors aren't Michelangelos, and all architects aren't Saarinens.

"Total-electric" can offer the most versatile variety of ating systems to accommodate practically any structure. nd conventional design criteria can virtually be eliminated permit a more economical application of technique and ructure style.

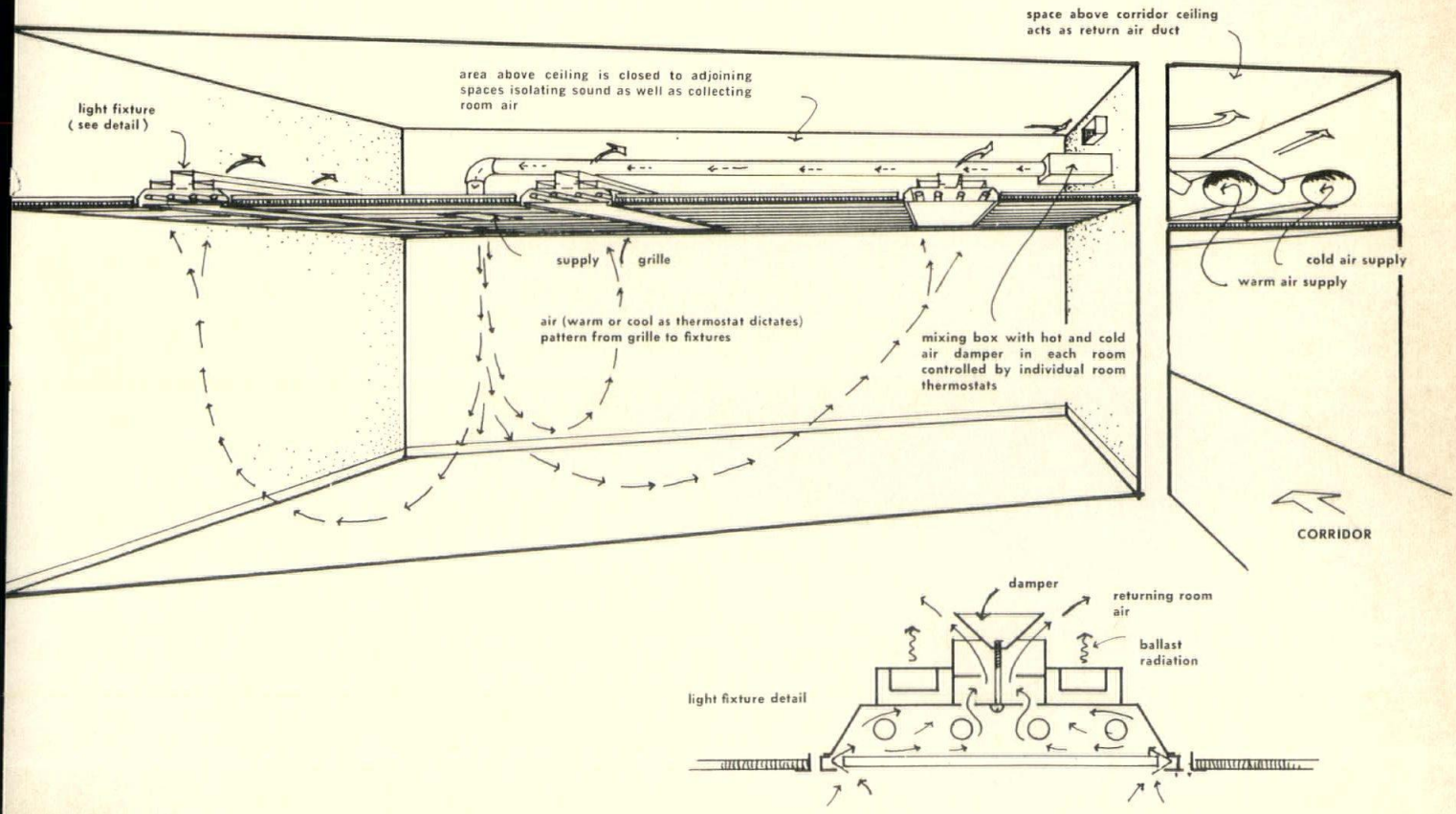
The electric heat recovery system heats *and* cools the tire building from a single unit. The building literally will at itself by utilizing internal heat gains from the lighting stem as well as from personnel ad auxiliary equipment. ith such a unit, a more efficient and compact building sults from a reduction of perimeter walls and, therefore, a duction in heat loss. It is not dependent on windows for ntilation and light needs. As a result, the rooms have better ntrolled light which is kept at the level recommended by uminating engineers.

The principle of the electric heat recovery system is ustrated in figure No. 1. Air is supplied from the central at pump and enters into the room through special ceiling xtures. A thermostat in each room controls its own mixing x which blends warm and cool air to provide the desired mperature for the occupants. The air is then exhausted om the room through the lighting fixtures. It carries heat diated by the occupants and picks up heat from the lighting nits themselves. The air is then returned to be mixed with esh air and heated or cooled as necessary. Neither beauty r space is sacrificed to gain perfect temperature control.

Schools, supermarkets, banks and office buildings have tilized the electric heat recovery system with good results. It as been used successfully in at least 200 schools nationally and by such buildings as the 80-story First National Bank building of Chicago. The entire campus of the new University of Pittsburgh at Johnstown, Pennsylvania, also uses a heat recovery system patterned after the one in the Kimberly High School of Kimberly, Wisconsin — the first such successful system to be developed in the country.

Wisconsin Electric has had considerable success with such heat recovery installations in a number of projects throughout southeastern Wisconsin. Because past experience has proven to be so outstanding, the Oak Creek-Franklin Joint School District No. 1 is planning the construction of its *third* total-electric school. It has found that such a system eliminates expensive first-cost items like large boiler rooms, bulky fuel tanks and unsightly smokestacks which, incidentally, add to the air pollution problem. Effective operating cost records for heating, cooling and water heating at the total-electric Cedar Hills Elementary School in Oak Creek during the past three years were 4.2c, 3.0c and 1.25c per square foot respectively. Each year has proved to be more economical than the previous one due to increased operator experience and the elimination of equipment deficiencies.

It is easy to see why operating economies resulting from the total-electric concept appeal to building planners more than ever before. Mounting construction and operating costs make the reliability and economies of the total-electric concept attractive to economy seeking building authorities. Total-electric is a modern, flexible way to turn beautiful concepts into practical building reality.



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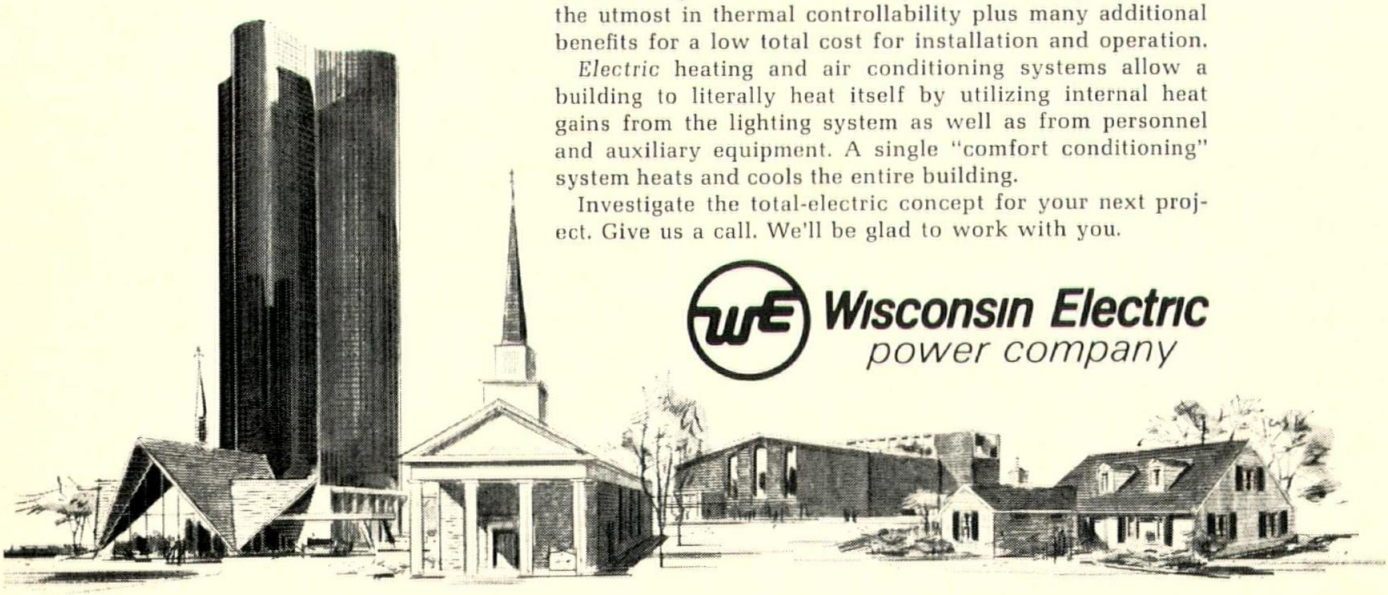
Wisconsin Electric power company



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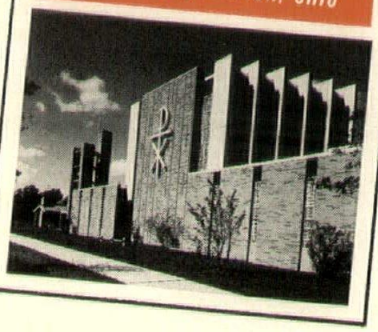

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Ronald F. Edwards
BORN: *January 12, 1941*
RESIDES: *Manitowish Waters*
FIRM: *Self-employed*
DEGREE: *University of Illinois, Champaign, Ill. — B. of Arch.*
New Member

Glenn F. Groth
BORN: *August 9, 1934*
RESIDES: *Sheboygan, Wisconsin*
FIRM: *Lawrence E. Bray & Associates, Inc.*
Advanced from Professional Associate

Clarence Huettenrauch
BORN: *November 19, 1934*
RESIDES: *Milwaukee*
FIRM: *Blake-Wirth*
Advanced from Professional Associate

Leslie M. McCallum
BORN: *July 18, 1928*
RESIDES: *Green Bay*
FIRM: *Berners, Schober & Kilp Architects*
New Member

Eugene C. Schmitt
BORN: *December 25, 1938*
RESIDES: *Wauwatosa*
FIRM: *Schmitt-Wilkinson*
DEGREE: *University of Illinois, Champaign, Ill — B. of Arch.*
Advanced from Professional Associate

George D. Wilkinson
BORN: *December 15, 1936*
RESIDES: *Brookfield*
FIRM: *Schmitt-Wilkinson*
Advanced from Professional Associate

TRANSFERS — CORPORATE MEMBERS

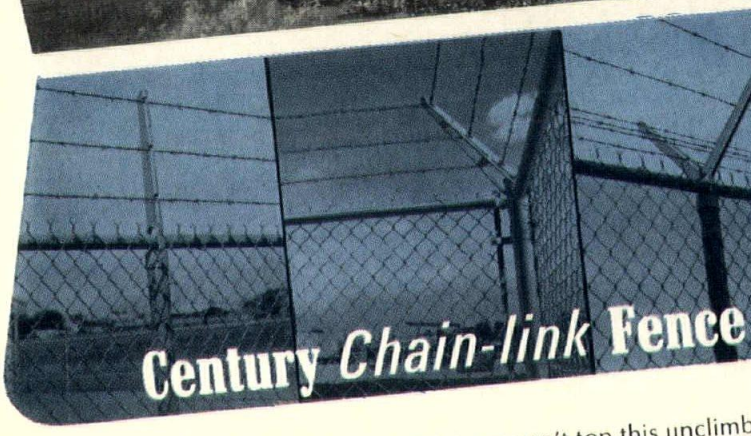
From Northeastern Minnesota Chapter
Marvin R. Dobberman
423 Board of Trade Building
Superior 54880

From Northern Indiana Chapter
James E. Galbraith
Director of Planning and Construction
University of Wisconsin-Parkside
Kenosha 53140

ASSOCIATE MEMBERS

H. Richard Dannhausen
BORN: *February 12, 1944*
RESIDES: *Egg Harbor 54209*
FIRM: *Berners, Schober & Kilp*
DEGREE: *Illinois Institute of Technology, Chicago — B. of Arch.*
New Member

BORN: *February 4, 1941*
RESIDES: *Menasha*
FIRM: *Sauter-Seaborne*
New Member



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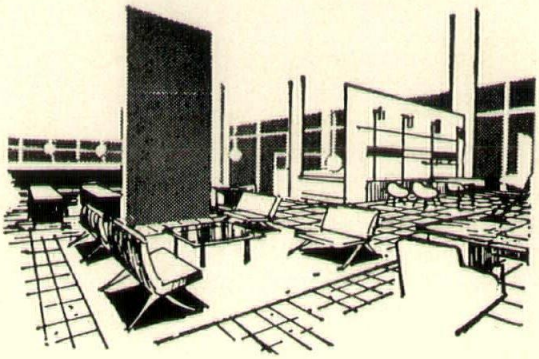

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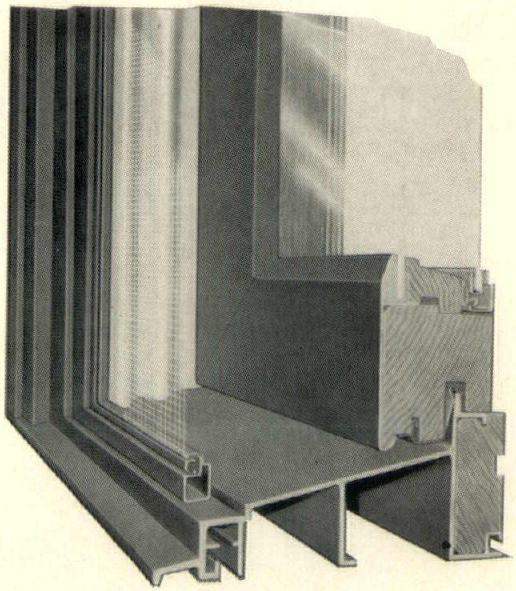

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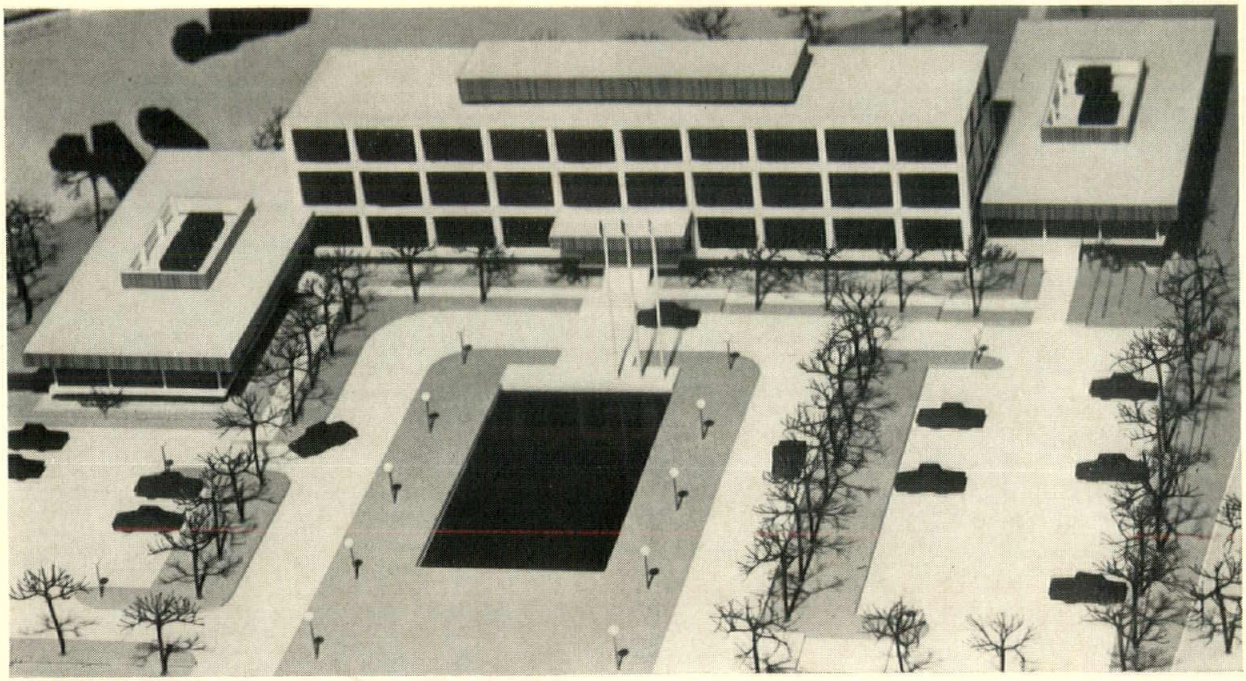

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